

MAY 5 - 1932

Electrical Merchandising

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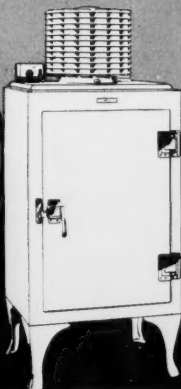
MAY, 1932

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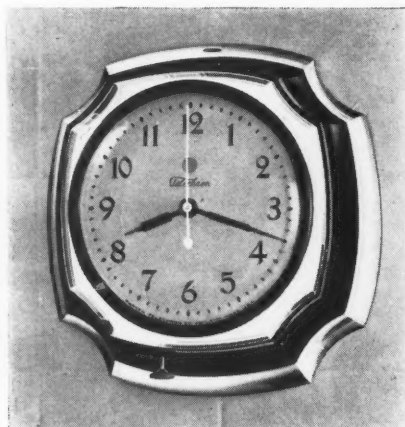


SEE PAGES 44-45

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No. 2B01—Base and front chrome-plated. Panel and bezel in green, blue, ivory, white or black. Retail \$6.75



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Address.....

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N.E.L.A. Convention

Atlantic City—June 5-10

CONVENTION time is here again! Next month—June 5-10 to be exact—the National Electric Light Association holds its 55th Annual Convention and Exhibit at Atlantic City, N. J.

It will be one of the most important meetings held in many years. For the first time since power company engineers, statisticians, accountants and commercial men have met to discuss their common problems, the exhibits have been opened to the entire industry.

With the increasing importance of residential load to the utilities' growth, interest has shifted from questions of power production to questions of power utilization. Today, the appliances themselves, together with the exchange of information on distribution, financing and development, have been given a position of first importance on the program of the convention.

And with the increasing importance of the current-consuming devices has come a greater and broader recognition of the elements of the industry most concerned with their distribution.

The exhibits at the 55th Convention have been made of all-industry importance in which wholesaler, dealer, and contractor can get as much benefit as power company men.

On Sunday, the exhibits will be open to the entire public. But dealers are invited to make use of the facilities of the immense Atlantic City auditorium to inspect and compare the latest developments in familiar devices and to gauge the commercial possibilities of a hundred appliances that have yet to find their market.

* * *

And for those that cannot attend the convention, the June issue of ELECTRICAL MERCHANDISING will discuss the major commercial problems, review the development in industry cooperation and bring needed light to controversial issues in the appliance business.

Electrical Merchandising

VOL. 47

No. 5

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TIMKEN
 SILENT  AUTOMATIC
OIL BURNERS


MAY, 1932

Electrical Merchandising

Established 1916

McGraw-Hill Publishing Company, Inc.

L. E. MOFFATT.
Editor

Financing.....

the Neck of the Bottle

By L. E. Moffatt

IN SPITE of lower prices and the endeavor of manufacturers to stimulate selling, business in all major appliances, for the first three months of 1932, will show substantial declines over the corresponding period of 1931.

The reason for this further recession from even our 1931 state is commonly ascribed to the slackening of consumer purchasing power. This is one reason, undoubtedly, but after having recently discussed the state of business with a large number of dealers, manufacturers, wholesalers and utilities, the writer has found the men who are in a position to know, substantially in agreement that there is another element which is an even greater hold-back to appliance sales today. That other element is the virtual impossibility of dealers to get installment finance accommodation.

For the dealer is in difficulty and the dealer is very important. In spite of the fact that large outlets—department stores, light and power companies, big specialty dealer operations—are handling a major portion of appliance sales, there is still an important percentage done by the great number of smaller dealers. These small dealers are also admirable feeders for the larger organizations, working often in a sub-dealer relationship to the larger specialized organizations, reaching many customers not otherwise contacted.

Again let me state that these small dealers are in a bad way today. They cannot finance their installment paper. And in consequence, many of them are not even trying to do business.

In normal times the appliance dealer has depended on his local bank for enough money to handle at least a part of his installment accounts. Today local banks have shut down on him. The finance companies also have been steadily restricting dealer credit. Due to the organization necessary, it does not pay them to handle less than \$6,000 worth of paper from one dealer a year. This is a minimum figure and they are not at all eager to accept a dealer's account unless it means to

them at least \$10,000 a year in time payment paper.

Now, there are literally thousands of dealers in this country whose appliance business today is not that size. A number of dealers who could and have done much more than \$10,000 a year are way under that figure now. Because of the difficulties of financing their accounts, they are not putting any sales energy into this business which would bring sales of washers, cleaners, refrigerators, ranges, at least up to last year's levels.

This stoppage of credit works its evil throughout the whole chain—the manufacturer, wholesaler, dealer—and paralyzes activity all along the way.

As an example: the dealer has bought his limit from his distributor and has sold his appliances on perfectly good installment accounts. He cannot finance his paper, however, and must hold up settling his account with the distributor until collections begin to come in. This is too slow a process and the distributor closes down on his credit and will let him have no more goods. The dealer not being able to sell and make profit, uses the installment payments when they come in, gets in a worse and worse financial jam, and finally closes up. The distributor not being able to collect his dealer accounts, finds it difficult to settle his accounts with his manufacturer and gets the same point of view as the dealers, that there is no use trying to do business. His dealer list continually contracts, his business continually falls off, and unless he has strong financial reserves, perhaps loses his distributor franchise from the manufacturer. The same thing applies to the manufacturer. Due to loss of distributors and dealers, he continually restricts his activities.

Starting with the dealer's finance difficulty, the situation affects all the other factors and the result is that appliance business is slowing down at an alarming rate.

The finance companies cannot be blamed for this. They are acting as cautious business men when they restrict their accounts. The smaller dealer is not interesting to them because his business costs more to handle than they can recover from it.

General Restriction of Credit Has Made the Increased Appliance Sales... An Industry Problem

The business of many thousands of small dealers, however, is highly important to the electrical industry. The activities of these dealers are highly important to the power companies. Utilities are generally taking an increased interest in the small dealer and his welfare. They are putting into effect promotional and selling programs in which the dealer is urged to participate. They can, however, go beyond this and help these dealers handle their installment accounts.

There is no form of cooperation so practical and so appreciated as financial help. And the financial help which the utilities could extend to dealers by taking over their installment accounts would, without costing the utilities anything, do more to release selling energy, increase appliance sales and cement friendly relations than any other single policy that they could adopt.

In varying forms a number of companies in the country are giving this assistance now. The following data on three such activities indicates the practical merit of this form of cooperation.

One company with a long experience in handling dealer paper is the Central Hudson Gas & Electric Company, Poughkeepsie, N. Y. When the Central Hudson set up their financing plan originally, it was to enable dealers to sell merchandise on the same terms as the company. Since the company has gone out of the merchandising business, the plan has been continued in order to make available to all reputable dealers the same favorable terms for the promotion of the sale of appliances.

Mr. H. E. Dexter, commercial manager, in a letter to the writer, briefly summarizes the reason why this method of cooperation has increased sales:

"This plan," writes Mr. Dexter, "was based upon a very careful survey of our territory to find out what could be done to increase our dealer sales. This study showed in general that most of our dealers, particularly the small ones, were poor collectors and handicapped by a limited capital. Our financing arrangement removes the collection difficulty from the dealer and corrects his lack of capital by taking all paper which we finance without recourse to the dealer and solely upon the credit risk of the ultimate customer. We feel that purchasing this paper without recourse has probably increased our sales roughly 25% a year.

"The success of our plan for financing depends upon the care with which credit is passed. Passing upon the credit of a customer, we feel, must take into consideration not only the paying habits and reputation of the customer, but should also give consideration to his ability to pay. In other words, consider the family as a going concern and be certain that the customer has the ability, out of his current income, to pay for the equipment which he has purchased."

One characteristic of the Central Hudson plan, Mr.

Dexter notes, is that the paper is financed without recourse to the dealer. This seems on the face of it somewhat risky, since reverts are bound to develop. However, the company protects itself on reverts by collecting from the dealer $1\frac{1}{2}$ per cent on the lease less the down payment. This $1\frac{1}{2}$ per cent collected from the dealer is put into a reserve account against which losses from reverts are charged. The company handles reverts by bringing them back from the customer's premises and after they have been properly cleaned and put into condition, putting them on the display floors, marking them as department store works reverted or bargain goods.

The revert percentage is small and the company finds little difficulty in disposing of them. During the first ten months of 1931 the company financed \$353,000 worth of paper; from this business there were only 66 reverts.

A six months' study made of the disposal of reverted appliances shows that 47 per cent were sold the same month as returned; 20 per cent were sold one month after return, and of the whole list, only 10 per cent remained on the company's floor longer than four months.

The company sets up a standard table of carrying charges and provides the dealers with standard forms. The company also sets up a scale of down payments and terms and certain rules in relation to sales on small heating appliances, ranges, and combination sales, such as washers and water heaters. They also exercise supervision over the makes of equipment for which they handle paper. The approved list is a long one. The list is determined on quality of the equipment and also on the character of the dealer handling it. The company carefully selects those dealers who will probably remain in business and be able to take care of customers when they will require service.

THE Edison Electric Illuminating Company of Boston is another company which has handled dealer paper for a number of years. Their plan differs from the Central Hudson in that it ties the dealer into them in a sales capacity. The Boston plan works with quite small dealers who find it more profitable to operate on a commission basis with the company than by purchasing merchandising from the wholesaler and assuming the responsibility attached to it.

Mr. Richard Lincoln, superintendent of appliance sales, describes his plan as follows:

"Under our present plan, we pay a dealer 10 per cent commission for a lead on any appliance we handle which results in a sale. We also pay the dealer 15 per cent commission on the completed sale of a refrigerator and 20 per cent on a range. The dealer turns over the sale to us and we send one of our salesmen to the customer, who collects the down payment and gets the lease signed. In this way we control the price of the merchandise and pay a commission

Financing of Small Dealer Paper the Barrier to Which the Power Companies Alone Can Meet

to the dealer giving us the business.

"We purchase the goods and deliver them to the customer and assume full responsibility for all service. In other words, we are simply promoting the dealer sales and paying him a commission for his efforts and the business obtained.

"Within the past two months, we have held several dealer meetings throughout our territory, inviting all local dealers and explaining our plan of cooperative merchandising. Apparently it is being heartily accepted by the dealers, for we are getting considerable business through this medium."

One of the newest experiments in handling dealer paper is that of the Commonwealth Edison Company of Chicago. On March 16 an announcement of the plan was sent to a list including practically all dealers in the area served by that company. I quote the announcement since this covers the plan completely:

"The Commonwealth Edison Company offers a service to retailers in the City of Chicago in financing installment sales of electrical appliances. This service will consist of advances on installment sales. It is offered for the purpose of facilitating the sale of such electrical appliances and is available to all retailers in Chicago to the extent and subject to the reasonable requirements outlined below.

"It is deemed reasonable to require that retailers in order to be in a position to avail themselves of such advances shall meet the following broad generalities: they should furnish a satisfactory credit record; their sales on the installment plan should conform to the standard sales terms usually employed in the business; they should have a retail store or stores established with a clerk or clerks in attendance where electrical appliances are sold; they should deal in appliances which have been or may be approved as safe and economical by an accepted testing laboratory and which give satisfaction to the customer in use, and they should have facilities for and should make a practice of providing reasonable servicing of the appliances sold.

"This proposed financing is somewhat experimental and at present will be limited to aggregate advances to all retailers of not more than \$100,000 and to individual retailers of not more than \$5,000 at any one time outstanding. It also will be limited to installment sales of electrical appliances the retail price of which is not less than \$5, and not more than \$50 per appliance. Collections of installment payments may be made by the retailer himself or by Commonwealth Edison Company, at the option of the retailer.

"It is hoped that retailers will participate in

this proposed plan of financing quite generally, and its continuance will be dependent upon the extent to which it proves to be beneficial to the industry and mutually satisfactory; but because of the experimental nature of the plan the company will reserve the right to discontinue the plan at any time on thirty days' notice."

A folder enlarging on the general requirements brings out some interesting aspects in this plan. In this statement of general requirements the company makes it very clear that they do not wish to secure the business of supplying retailers' demand for goods. They say specifically that they shall decline such business, as it is the company's wish that dealers using this service shall purchase their goods from wholesalers other than the Edison Company.

The response to this broad gesture of cooperation has been immediate and greater than had been anticipated by the company. There are already about 75 retailers who have availed themselves of this assistance.

Some burden is connected with the handling of this paper. The Company sends representatives to call upon any dealer applying to make sure that he meets the requirements as a functioning dealer handling good merchandise and really promoting the electrical market.

* * *

IT SEEMS to me that the picture presented by these three plans which have all worked out, indicates the great opportunity for the utility companies today.

It is to *their* interest that the appliance business be stimulated and increased. In the past they have taken many costly measures to promote this market. Today, they have their great opportunity in helping the trade meet its problem of financing installment sales, and thereby effectively release an immense amount of business energy which is today operating only at a low efficiency.

It is the purpose of this article to call the attention of the utilities to the needs of these dealers. It is not our purpose to outline definite plans or to make concrete suggestions. It certainly is not our business to tell the utilities where they should put their money. We do want to point out, however, that the power companies have an efficient collection system; they have a highly efficient credit system to safeguard the assumption of these accounts; and because of these collections and credit facilities, such paper as they handle could be discounted with the regular finance companies at rates lower than the finance companies are forced to charge dealers direct.

The power companies that are handling dealer paper now know that they are extending a most practical help to the trade. They have also learned that a relation is established through this assistance that creates an enduring friendliness on the dealer's part. Any company which sets out to help dealers with their financing problem is assuming true leadership with important results on appliance load.

What's Ahead...

for the



EDITOR'S NOTE

Because the following interview reflects an experienced dealer's reactions to today's conditions, we believe it is important. Also we believe it to be typical of the thinking of many other good dealers. The editors of *Electrical Merchandising* do not agree with many of the things Mr. Vannington has to say. But we wanted a dealer to express himself frankly on the present situation. We asked him his opinions. He gave them. We print them.

MR. VANNINGTON is no pessimist. He is not sitting in his office with his hands folded, waiting for the end of the world to come.

He has been merchandising appliances in Englewood for the past twenty-three years. He has seen more than one depression and weathered it. He does a business which, even today, runs approximately \$125,000 a year. A comfortable portion of this is in general contracting work. A considerable portion is in refrigeration (Frigidaire) and the rest of it is divided between radio;

A portion of the display room of Thomson & Vannington designed to demonstrate radio sets and refrigerators

Thomson & Vannington maintain a fleet of five trucks for delivery and service purposes



DEALER?

*In 23 years
appliance selling Thomson
& Vannington, Englewood,
N. J., have weathered
more than one depression.
Here is their candid im-
pression about business for
the present year*

By Laurence Wray

(Philco and RCA) washers, (Easy, Maytag); ironers, (Easy); cleaners (Premier, Royal, Hamilton Beach); and a large line of lamps. In addition, of course, to heating appliances, flashlights and all the other small items which make up a fully equipped electrical store.

The organization, too, is a solid one, comprising the two partners, A. S. Thomson and E. Vannington, better known as "Van," and C. M. Murray, who acts in the capacity of secretary-treasurer. In addition they have



four outside salesmen who for the past few years have been working for them on a commission basis, and two service men—one for refrigerators and another for radio. They own their own building on the main shopping street of Englewood, and operate five trucks for delivery and service in connection with the business.

There is little in the business of merchandising specialty devices to the home which Thomson and Vannington do not know. They have consistently led all Frigidaire dealers in the metropolitan territory in refrigeration selling, having been awarded the manufacturer's plaque for 1930 and 1931 for having attained the highest percentage of their quota in competitive selling.

With a background, therefore, of long experience in intelligent and aggressive merchandising with a responsible, well-knit organization, Thomson & Vannington are in a position to know from the dealer standpoint as well as any organization the problems and the tribulations which confront the independent dealer in the year 1932.

Nor have they any illusions about it. As Van himself pointed out.

"Hell, there's no use kidding yourself these days, you may as well face the fact that incomes have been reduced and money is scarce. There is always a certain amount of business going to be done, and you will have to adjust your own position if you expect to get your proper share. The product that we are going to concentrate on mainly this year is refrigeration. Naturally, it is the appliance which in these bad times has held up best.



"And even in refrigeration we've got to face the facts. The cream of the market has been skimmed regardless of all the saturation figures ever published. We have to compete in this town alone with a dozen other competitors. They too are out scrambling for business. And right now with all products the public responds first to price and second to appearance.

"My personal feeling about refrigeration is that it has about passed its first real spurt, and is not the big money making proposition it has been. Prices on refrigerators are going down all around us. We are not in business here for fun, and the fact that we have already lost sales to competitive makes whose prices are lower shows us pretty definitely the trend we have to meet.

"Appearance, in my opinion, is of greatest importance, because it is idle to talk to women about rotary converters or the kind of gas that is used as a refrigerant or about acid-resisting porcelain. We have to realize more and more that women who can be interested in an electric refrigerator are interested in the features that it has to offer and how it will look in her kitchen. And an electric refrigerator at \$99.50 looks good to her."

"**B**UT why are refrigerators the only device you intend to concentrate on this year?" I asked Mr. Vannington. "What about washing machines? What about ironers? What about electric ranges? What about radio?"

"Well, what about them," he said. "Do you know anybody that hasn't got a radio set? And if you do, do you know anybody that is going to spend more than \$50 to buy one? The only basis on which we can sell radio at all is on a trade in proposition on which our offer is higher than the one of our competitors. As far as competition is concerned, the situation in radio is even worse than refrigeration. There are close to 20 dealers in this town alone that handle radio. They all have an investment of some kind in sets and will move them even at a loss if necessary.

"Washing machine business is not much different. There are really very few homes in and around Englewood that do not already have a washer and there too our principle selling argument is on the trade-in. As a matter of fact, washer business has not been bad. The argument for economy in the home has helped out considerably on the washer. We have had women come in here to inquire about a washing machine because they were interested in saving the money they usually spent on the commercial laundry. And it doesn't matter what their income is. Washer sales increased last year because many of the wealthier people bought machines.

"We may do better on ironers, but women generally have not been sufficiently sold on the investment in an ironer, even though we point out to them that it does the work much more efficiently."

"I am still interested," I commented "on your reason for not handling electric ranges. For the first time in the history of range business, almost, they are being given wide national publicity this year, and they would seem to me the next most logical device for you to promote."

"I think undoubtedly we will handle electric ranges some time in the future," Van said, "but at present there are some obstacles which prevent our going into the business. The power company here has a rate which makes it as economical if not even cheaper than gas costs for cooking. But the real reason why we cannot handle ranges is the cost of installation. In or around Engle-

wood it would cost the purchaser anything between \$80 to \$100 to wire in a range, plus the purchase price of the range, which in most cases would run somewhere near \$175. If the wiring regulations would permit us to use a simpler installation it would bring the price down to \$30 or \$40, which would not be so bad.

"On top of that, of course, the power company here does not itself promote the sale of electric ranges."

On the other hand let me emphasize that Thomson and Vannington, despite the restrictions imposed upon them by the condition of business generally, are not too greatly concerned with the dark side of the picture. They have a large store, one side of which has been admirably laid out to display both refrigerators and radio sets. It is a comfortable, attractive and well designed room to demonstrate major appliances. The other half of the store is taken up with washing machines, vacuum cleaners, floor polishers (Floorola) and display cases for heating appliances. A large section of the floor is devoted to a complete display of floor and table lamps which by means of passing generally they have built up a considerable business. One gets the impression that although major devices, with the sole exception of refrigeration, are not paying, that at least a steady if limited business is continually being done on all appliances. They are quick to sense the merchandise value of new appliances as they come out, as witness the brisk business they have done in the last six months on floor model health lamps employing the new S-2 sunshine bulb. But the emphasis which, rightly or wrongly, Van puts upon the economic state of appliance merchandising today seems to be justified by his particular experience. He is not worried about it because he knows from past experience that his company will continue to do a good business. On the other hand, he has no intention of shutting his eyes to the simple fact that changed conditions in the home have brought about the necessity of a change in selling practices.

THERE is no need to tell Van the necessity for outside selling and doorbell pushing. He knows it. He has been doing it for the last fifteen years or thereabouts. He has tried most of the plans for employing salesmen, and today has four working on a straight commission basis. He does believe, however, in the men concentrating on the appliance which they know best whether it be washing machines, radio or refrigerators. There would be little point in windy generalities about the number of wired homes in his territory. He knows them. It would even be idle to tell him that only 40 per cent or 50 per cent of these homes had washing machines. He knows that too. And he knows pretty well why the other 50 per cent cannot or have not bought.

In other words, it is not a matter of overlooking opportunities which has been in any way responsible for his present candid and unbiased opinion about the present state of the appliance business. He is merely facing the fact that the people he sells to depend on a salary and have been deprived of that surplus which formerly might have been spent on home devices. He knows, too, that even the wealthier people whose income was derived from cutting coupons have less if any coupons to cut today. But in many ways he knows that these things are not necessarily bad for his business because with the emphasis placed largely on economy in the home, devices which will produce that economy have come in for a larger share of attention in the past two years. His sole attitude is one of facing conditions as they are.

All INDUSTRY NIGHT

*The recent meetings at Poughkeepsie
and Boston point the way to a new and
workable form of industry cooperation.*

TO JOHN J. CADDIGAN, president, National Electric League Council, belongs the credit for one of the most recent and effective cooperative movements in the electrical industry. The plan, briefly, is built around an "All-Industry Night" in which all branches of the industry—manufacturers, wholesalers, utility dealers and contractors—take part.

The program, presented by the local electrical league under the sponsorship of the National Electric League Council, has already been held with marked success at Poughkeepsie and, more recently in Boston. The next is scheduled for Newark, N. J.

At the Boston meeting, guest speakers included John F. Owens, president, National Electric Light Association, T. E. Quinn, vice-president, General Electric Company, C. L. Edgar, president, Edison Electric Illuminating Company of Boston, and Earl E. Whitehorne, assistant vice-president, McGraw-Hill Publishing Company. In addition, talks were given by Bruce Wetmore, dean of New England electrical wholesalers, Daniel Bloomfield, manager, Retail Trade Board of Boston and Alfred J. Hixon, president, Hixon Electric Company, prominent contracting company.

THE meeting was held by everyone to have untold value in promoting greater understanding and harmony among the various branches of the industry by discussion of the principal problems affecting them mutually.

In opening the Boston meeting, C. L. Edgar, president, Boston Edison Company, said:

"What we need, today, is that kind of cooperation that is void of selfishness, greed, unfair trade practices, lack of understanding, unjustified attack, and unfounded and untrue statements. A cooperation that is based upon a complete knowledge of each others' problems. A cooperation that guarantees protection to the rights of others, backed by a firm determination to work together in driving out the evils which retard our universal progress."

Earl Whitehorne, discussing the problem of a new type of retailers in the electrical field, said in part:

"The early development of the electrical market was in the hands of the electrical men only. The service of the modern market involves a vast number of merchants whose interests lie not in the electrical industry but in the needs of the home. And the control of marketing electrical products is rapidly passing into their hands.

"This is in some part the basis of the troubles that have arisen between the power industry and the hardware men. Fundamentally they grow out of the differences in the very thinking of these two groups. The power company man is an idealist, an evangelist, a promoter, a developer of markets. He looks at an appliance from the standpoint of the labor it will save, the numbers of homes it may be introduced into and the load it will build. The hardware man is a practical man, a merchant. He looks at the same appliance as a piece of merchandise and asks: 'Is there a demand for these goods? What is the market to be? Will it be profitable for me to sell it?' He knows nothing about the pioneering of a service. He knows everything about merchandising.

"Out of this contrast of background and these divergent points of view, naturally comes misunderstanding. Each group has felt that it was right and resented the unwillingness of the other to accept its judgment. When you consider that there may be 25 men in a community opposed to one power company, you wonder why they have not sold their point of view to the utility men by sheer weight of numbers and logic, instead of going to the state capitol to get a law to bend on him. But people are like that. The problem of cooperation is just this simple matter of tact, patience and frankness in human relations and this is the way out."

Alfred J. Hixon attacked the problem of greater understanding from the contractor's standpoint:

"The industry must recognize the responsible contractor and his problems, and help him to stabilize his branch of the industry, which means placing it on a sound and profitable basis. Otherwise, they cannot expect cooperation from the contractor due to the fact that he is so weakened by the unfair competitive condition existing in the industry that he is unable to exercise either good judgment, or to enter into any joint constructive action.

"The elimination of unfair competition largely lies in the elimination of the unfair and ignorant competitor, and the greatest thing which the industry can do in this line is to withhold its support from people of this type or from methods that create such people.

"Finally, any cooperative plan has got to be constructive to be successful; to be successful it has got to be profitable, not only to one part of the plan but to all. I believe the contractors are ready and willing to cooperate in any plan of action that gives them any hope of improving their conditions or stabilizing their branch of the industry."

“SAMPLES” for

an interview with

T. O. KENNEDY

Chairman, Commercial Section, N.E.L.A.

By
Frank Rae, Jr.



“THE trouble with this business is——”

Whenever and wherever two electrical men meet up you will hear that phrase, and the “trouble” always turns out to be the pet peeve or peeved pet of the person speaking. An outsider might well think that we in this business have nothing but trouble, that all is wrong, that whole groups of the industry should be unmercifully exterminated, that there ain’t no balm in Gilead and there ought to be a law.

There is more than a modicum of truth in this oblique slant. We have many and perplexing problems pleading, jittering or yowling for solution, and it is little wonder that those in higher authority whose job it is to lubricate the machinery of so far-flung and ramified an industry should differ as to which bearing is hottest and needs preferential attention.

It appears, however, that quite a hefty group have now centered upon what they agree is a major problem. The Domestic Lighting Committee of the National Electric Light Association presented an astonishing array of facts and figures to a score of the industry’s leaders. These men who, among them, guide the destinies of utilities

serving fully half the country’s twenty million domestic customers, agreed that home lighting is, in fact (to quote T. O. Kennedy), “without any question of doubt, the greatest load building opportunity for electric utilities today,” and so they have put their names, their influence and will, if necessary, put their power behind the Committee’s program to develop this class of business.

This is good news for every fixture dealer, every contractor, every merchant handling portable lamps, every purveyor of bulbs and all manufacturers and wholesalers who make and distribute residence lighting equipment of

Lighting Prospects



whatsoever sort. For the utilities cannot sell current for lighting unless and until the public has something to make light with. Hence, I say, this is good news for all of us.

* * *

I recently discussed this program with T. O. Kennedy, chairman of the Commercial National Section, N.E.L.A. "Isn't it simply a load-building activity by utilities?" I asked him—and pretty bluntly.

"Well, figure it out," Mr. Kennedy speaking. "Our Committee's survey shows that one out of every three fixtures is obsolete. Say there are only three fixtures to each home and that fixtures average five dollars each, retail value. That means we have a replacement market of over 20,000,000 fixtures worth \$100,000,000, retail, to the fixture industry. Suppose there are two empty sockets in each home: if we can fill those and induce people to keep them filled it means just about another million dollars in retail lamp sales. Suppose we induce one out of ten domestic customers each year to buy a five dollar portable: it means \$10,000,000 more business annually in portable lamps.

"Of course the utility companies will sell some of this equipment, but it is the experience of our own company that the trade sells at least as much, and often more, of any merchandise item we aggressively promote.

"No, answering your question, it is not simply a load-building activity: it is a three-cornered development which, to be successful, must generously serve the public,

"This lighting development permits the utility, the fixture dealer and the contractor to sample those very many prospects who otherwise could not be sold. The toothpaste manufacturer, all sorts of manufacturers give free samples of their wares and let the product sell itself. This unit enables us to do the same."

substantially profit everyone in the lighting equipment business, and give the utilities sufficient load to justify us in carrying on the program over the three year period as planned.

"I think it is important for utility men to realize that this program offers them an unusual opportunity to strengthen both their public relations and trade relations. That is the big reason, I am sure, why the industry leaders on the Sponsoring Committee agreed to serve."

* * *

"I've read this book which the Committee issued entitled 'A Challenge'—it tells a lot about the need for better home lighting but it doesn't tell a whole lot about how to go about improving it."

"That is to be taken care of by the Committee," Mr. Kennedy replied. "The program, I understand, is to present each month the experience of a utility which has been engaged in some specific home lighting campaign. My own company's contribution has to do with this new semi-indirect reflector unit and what it means both as merchandise and as a load-builder.

"First of all, take a good, hard look at our domestic customers. In one of the cities we serve, the average domestic current consumption is 60 kwh. a month. That

looks pretty good, and for a long time we were quite self-satisfied. But a break-down of the figures showed that 24 per cent of these "average" customers use 30 kwh. or less per month throughout the year, and that in the month of July 45 per cent use 30 kwh. or less. When one-fourth of your customers use one-half the average amount of current all of the time, and one-half of them use only one-half the average amount of current part of the time, it would appear that something ought to be done about it. Our solution was the semi-indirect reflector designed by one of our own commercial managers, Mr. Justin Rogers, and campaigned over our nine properties with results already published—5,900 units placed as result of 13,367 calls made upon customers using 30 kwh. or less per month."*

"What results?" I asked.

"Well we have checked up on quite a few hundred bills and I am willing to say that each unit will give us an additional 42 kwh. a year."

* (Complete details of this activity appeared in December, 1931, issue of *Electrical Merchandising*.)

"What grief?"

"I don't think we ever conducted a campaign that caused so little grief. We received five complaining letters—two anonymous. One man complained because we had put the unit in on a time-payment basis and refused to buy anything on time: he demanded that we come to his home and either take the unit out or get the cash. We accepted the cash."

* * *

"**R**EVERTS seem to run about ten per cent, partly due to the fact that some of our salesmen used a bit more pressure than we like, and partly because many of the people in the minimum bill class are economically up against it right now and must count their money in pennies. A kilowatt-hour is a nickle to them—and they need the nickle. But the returned units were simply wiped off with a rag and resold as new—commissions were paid only when the unit remained in service."

"Anything else?" I asked.

"Yes. I would like both the utilities and the merchants who sell fixtures to realize what sort of people these low bill customers are—what sort of a problem they represent to all of us.

"From the standpoint of appliance and fixture sales they just don't exist. Our own representatives never called upon them to sell refrigerators, washers, ironers or any other major current-consuming appliance because they were not prospects. No dealer ever sold them by solicitation or over the counter for exactly the same reason. This reflector unit gave us the opportunity, for the first time in the history of our industry, to offer this class of customer really good illumination on a basis that they could or would accept. I consider the promotion of this type of unit to be an honest public service. Let me go a step farther. This class of customer represents our greatest political hazard. His lighting has always been both bad and inadequate: he knows next to nothing of the labor-saving and luxury appliances: hence, he has but the foggiest appreciation of what electric service really means to him and to the community. Next, he pays the highest rate for current, as is obvious because of the small amount used. And finally, he is what I believe they call "class conscious"—that is, he is suspicious, resentful, often hotly antagonistic to corporations—yet his vote is as good as yours or mine.

"Heretofore we have been unable to do much of anything for him. A flat iron, perhaps, or a washing machine. But this unit gives us a real opportunity.

"By selling good lighting we also sell him at least an inkling of the advantages of electric service. We have sold him something electrical which he appreciates. He is that much farther away from communism, and that much nearer the electrical dealer's store."

* * *

"**B**UT," I cut in, "I don't see this reflector unit merely as a poor man's light."

"Maybe we have over-emphasized that angle. As a matter of fact, this type of unit in the various forms in which it is now available, has a lot of most interesting possibilities.

"In its more handsome forms it appeals to the better class of homes as a distinctive, yet economical replacement unit in almost any room in the house. In its cheaper forms it offers many opportunities to improve the lighting of laundries, attics, ceiled garages, playrooms, cellars.

"Speaking of cellars, I installed one to a ceiling rosette

in my own basement at the time we were considering our campaign. I do not exaggerate when I say that it literally doubled the size of that cellar. Mrs. Kennedy insisted that I not only leave it up but that I install another over the washing machine.

"And that reminds me of something else: The electrical trade has been going along for years selling washing machines to be installed in dim cellars, and never seems to have considered what it would mean if a light like this had gone in over every washer. From the utility standpoint it would mean close to a kilowatt-hour a week for every washer in circuit—a little matter of \$17,500,000 a year if you want to use some Chinese statistics and multiply the number of washers in service by fifty weeks by five cents a kilowatt-hour. This is absurd, of course, but I suggest to my utility friends that they figure it out conservatively to fit their own local conditions. They'll be surprised. And though there is no way of proving it, I venture to say that such a light with each washer would have saved the seller—whether dealer or utility—at least one service call. Much washer trouble is due to bad lighting.

"The reflector unit has enormous possibilities, especially at this time, in small stores—those little neighborhood groceries, meat markets, what-not stores. Right now few small merchants can be sold regular fixtures—they haven't the money to invest—but they can be sold good lighting. With this type of unit, you *sample* the customer with good lighting: if he likes the sample he will buy more when he can afford to.

"That, I think, is the big idea behind this lighting development. It permits the utility, the fixture dealer and the contractor to *sample* those very many prospects who otherwise could not be sold. The toothpaste manufacturer, the breakfast food manufacturer, all sorts of manufacturers give free samples of their wares and let the product sell itself. This unit enables us to do the same. It is obviously not a permanent fixture: it will not last a life-time: but nobody expects it to—least of all the customer. One of our boys installed a dozen in a grocery store which for more than twenty-five years previously had been lighted with bare lamps on drop cords. "Those will do fine until we can afford to buy some *regular* fixtures," said the grocer.

"**S**O, to sum up: This type of unit enables us for the first time to reach that 25 per cent of low-bill domestic customers who now represent a staggering loss to every utility, it enables us for the first time to give them good lighting, to win their appreciation of electric service. It also enables us to "sample" the other 75 per cent of the domestic customers with higher intensity illumination, to impress them with the need for real lighting in attics, cellars and out-spaces where heretofore even the best homes have had only a porcelain socket and a 25-watt lamp. It enables us to sell real lighting to thousands of small stores in which low-wattage bare bulbs on the cheapest procurable pendants are now considered adequate.

"I believe this unit is a very substantial contribution to the progress of better illumination, a very great service to those of our customers who most need better lighting, an entering wedge for the sale of many hundreds of thousands of permanent fixtures, a booster of lamp wattages and hence of lamp profits, and a load-builder for utilities. I say this after having sold over six thousand of them in a territory serving fewer than 70,000 domestic customers."

The "Economy Basement" *moves*



JAMES H. MURPHY
floor salesman at Public Service Company of Colorado, demonstrating to a customer one of the "Economy Basement" Kelvinators. Although the "bargain" refrigerators are not the last word in style—being last year's models—they are eagerly sought by Denver housewives as testified by 135 SALES IN 6 WEEKS.

Repossessed Refrigerators

By Edwin H. Hoover

DISTRESSED and repossessed merchandise will always be in the picture so long as appliances are damaged in transit, public fancy changes, and customers do not continue to remit on time-payment purchases.

Sensing the psychology that a large percentage of the public is not quite so fussy about owning unblemished equipment which is up-to-date as tomorrow morning, Public Service Company of Colorado's New Business department inaugurated an "Economy Basement" in its headquarters at the Gas & Electric building, Denver. To this department was consigned the slow-moving lines of merchandise, the slightly damaged appliances, and the repossessed equipment which, like the proverbial cat and counterfeit coin, are wont to come back, clutter up the sales floor and occupy valuable storage space in the warehouse.

Principal among these distressed lines was the out-styled and second-hand electric refrigerators. Although Public Service Company's refrigeration department, under J. M. Eakins, does a noteworthy job of merchandising year in and year out, repossessed boxes, those blemished in handling, and those superseded by later models were an irritating problem forever requiring special attention, involving loss.

On a chance that the new activity might aid in solving the difficulty, a separate room was cleared and a few Kelvinators—on which Public Service Company specializes in Denver—were displayed. To assist the good work, a modest want ad. was run in the daily papers: "Slightly scratched and demonstrator Kelvinators at reduced prices. Basement Public Service Company."

The response was immediate. The first day, March 1, twenty-nine refrigerators were sold at prices sufficiently below new machine prices to represent substantial savings to purchasers, and yet represent good business for

the company. In somewhat lesser degree, the demands for Economy ice boxes continued one week. Then, the warehouse facing depletion on this particular variety of merchandise, an order for 150 domestic jobs, 1931 model—not the newest models, but those a year old—was wired to the factory. Eighty of these were disposed of in less than two weeks—in addition to the refrigerators, scratched or repossessed, constantly flowing from warehouse to Economy Basement.

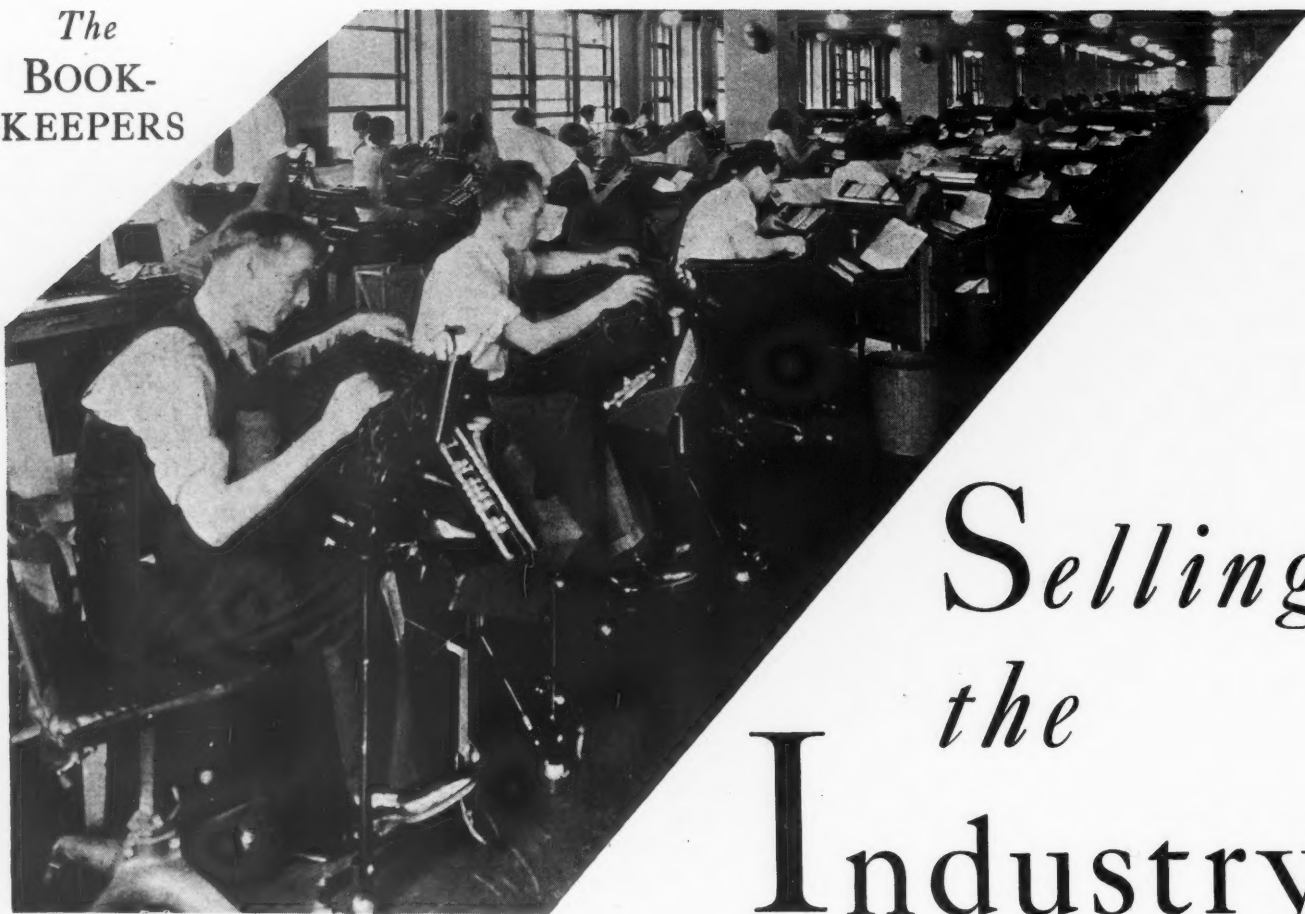
Although the idea is comparatively new at this writing, the sales record covering six weeks' experience shows 135 electric refrigerators moved, with no cessation of the public's interest.

Two outstanding merits of the experiment are: (1) No outside solicitation is necessary; the regular floor salesman, single-handed, attends to almost all customers who want the bargain Kelvinators; and (2) the activity does not interfere, so far as can be determined, with the work of the regular sales force. Mr. Eakins' crew of representatives, following leads and ringing doorbells in the conventional manner, has matched almost box for box, sales of the Economy Basement with orders for brand-new, fully modern domestic electric refrigerators. This is exclusive of commercial jobs.

An interesting test to determine what, if any, influence the modest newspaper want ad. might have on sales was applied. The advertisement was twice withdrawn for a week. In both instances, according to Mr. Eakins, volume "went sour." On resumption of the publicity—comprising three lines—James H. Murphy, floor salesman, was again greeted by the familiar: "I don't want a new refrigerator. Let me see one of the advertised bargains."

Incidentally, Murphy ranks first among Public Service Company's electric appliance salesmen as a consequence of his refrigeration sales.

The BOOK- KEEPERS



Selling the Industry

THE range campaign is on! A majority in the industry are talking ranges, many companies are selling ranges and many electrical men and women are buying ranges.

One foundation stone for this range activity, is the educational work the utilities are beginning on electrical cookery in their own organizations.

Believing that the most enthusiastic boosters for the range (and for any other appliance) are those who own and use electrical equipment themselves, many utilities are organizing range and appliance campaigns in their own companies, among their employees. Of course, the increased load on the lines, from these electrically-equipped employees' homes, is very welcome indeed at a time when the industrial and commercial load has so appreciably decreased, and the domestic load makes up such a large part of the utility's revenue.

Reports from some of the utilities who are conducting employee educational classes indicate that this instruction, especially in the case of the electric range, has been very badly needed. It has been found, in many cases, that employees, especially among the men, had absolutely no conception of the possibilities of electric cookery. "The men were simply amazed," one home service woman stated, after conducting several of these range classes, "to see the results of oven cookery and to find that the range is neither slow nor expensive to operate, two of the old-time bogies that have hitherto halted the progress of the range."

These equipment studies for employees are right along the line of the projects proposed for the 1931-1932 program of the Women's Committee, N.E.L.A. Classes for the study of home uses of electricity have been conducted for women employees by the chairman of the Women's Committee in the individual utilities for the



N. Y. Edison Photos

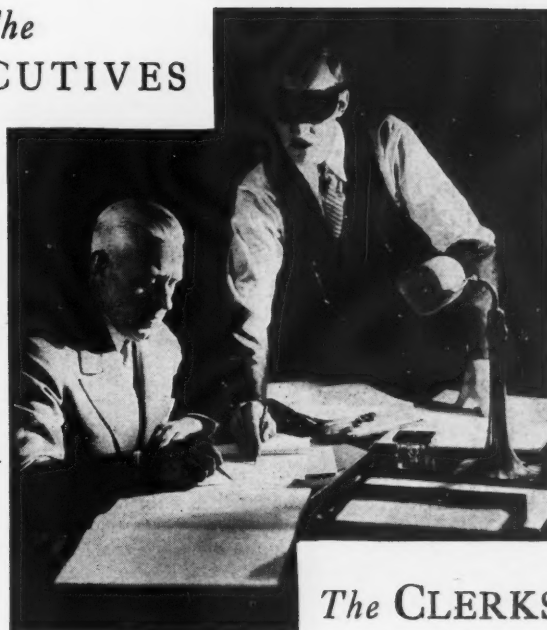
The MAINTENANCE MEN

past year but these equipment classes are now being extended to include every employee, both men and women, and at this time special emphasis is being placed on the range.

The employee classes are of two types: Lecture-recitation, in which a leader or chairman gives a talk on the appliance assigned for that particular meeting, after which questions concerning the points covered in the lecture are asked of the employees attending the class. The

The EXECUTIVES

Education and selling campaigns directed to utility employees provide a real basis to start the industry's 1,000,000 range drive



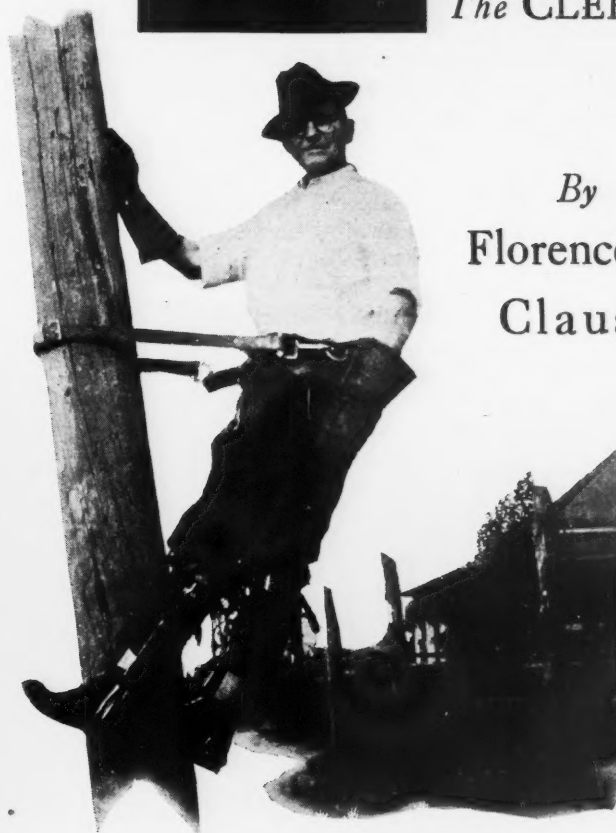
The CLERKS

FIRST



The METER READERS

other type of class, the lecture-demonstration, in which the range or appliance is actually operated and demonstrated, is more productive of results and is recommended if groups are not too large. In some companies, these classes, composed of small groups, have gone even further along educational lines and employees have themselves operated the appliances, preparing, on the range, an oven-cooked meal, and operating the broiler and surface burners as well. In Boston, at the lecture-demon-



By
Florence R.
Clauss

The LINEMEN

stration classes, four girls of Emma Maurice Tighe's Home Service department gave range demonstrations in 40 communities. One girl baked, one broiled and one prepared food on the surface burners.

For utilities interested in this employee educational work, Eloise Davison, Home Economics Advisor of the National Electric Light Association, has available an excellent plan prepared by home service women, for employee training in electrical household equipment. The plan was developed originally for salespeople's classes, but is well adapted to classes for all employees.

In range classes, the employee student studies operation of the surface burners by cooking a kettle of potatoes and by sauteing chops. Oven cookery is studied by baking an angel cake and preparing an oven dinner.



One of the "Family Affair" meetings held by the Boston Edison Company in connection with its employee range drive, the slogan of which was "Arrange for a Range NOW."

Three utilities that have had unusual success in a range campaign for its employees are the Philadelphia Electric Company, The Edison Electric Illuminating Company of Boston and the Georgia Power Company.

In Boston, the Employees' Range Campaign was built around the slogan, "Arrange for a Range NOW." The meetings were usually held from 6 to 8 p.m. and were presented as "A Family Affair." Families of employees were invited to attend and attendance was arranged according to department.

Under "Operating Plan," the prospectus for the campaign listed a Publicity Subcommittee, whose duty it was to obtain a classification of employees, as to number in the territory, married home owners, married renters, unmarried employees at home, unmarried employees not at home and to form policy regarding employees not in Edison territory.

Direct-by-mail material was sent to employees' homes. This material consisted of a special letter from the President of the Company, announcing the campaign and the new employee range policy, a series of original broadsides with reply cards attached, a series of twelve letters to wives of employees incorporating testimonials from employees owning electric ranges, signed by the chairman of the committee, a series of twelve letters to unmarried employees' mothers from the home service director, and intermittent letters to employees notifying them of special campaign offers, premiums, etc.

Posters were distributed through Employees' Club Department representatives. Existing company publicity outlets such as employee organizations, rubber stamp impressions on all available company material, stamp attached to company mail, were fully utilized. Added interest to the campaign was brought about by contests between departments, prize essays and prize testimonial papers. The monthly bulletin, "The Edison Ranger" carried news items relating to the campaign.

A mass meeting opened the campaign and subsequent meetings were held in sections arranged according to department, as previously described, to accommodate complete personnel. Suburban meetings were held in district offices in selected localities, the invitations including employees and their families. Group meetings were also held, in the home service auditorium, and a home service class was given for wives and mothers. A short talk and demonstration of the electric range was given at all employees' group meetings.

Special prices were made to employees. Payments were deducted from salaries, at the rate, preferably, of \$2 per week, although employees were permitted to make payments as low as \$1 per week. Installations were made without charge on either first or second floors of homes of employees living in Company territory. All sales at these terms were, of course, restricted to ranges for use in the employees homes.

Philadelphia reports 1,000 ranges purchased by employees since the start of the employee range drive in February, 1931.

Methods employed by the Philadelphia Electric Company in educating employees to the use of the electric range are as follows:

1. Broadside sent to all employees, notifying them of special range offer.
2. Departmental meetings held at which employees are told advantages and features of electric cookery. These meetings are conducted by the range supervisor.
3. In broadside, schedule was given of cooking demonstrations throughout the System, where actual cooking was done by the home economics department. These demonstrations were held for employees and their families.
4. Favorable prices were offered. No down payment was required and no carrying charges, with two years to pay.

One thousand electric ranges were sold to employees and 5,000 to customers during this range drive.

Georgia Range Drive

Down in Georgia, P. S. Arkwright's own territory, Georgia Power employees are responding enthusiastically to their President's educational program to popularize the use of the electric range. Mr. Arkwright is Chairman of the Range Campaign sponsored jointly by the National Electric Light Association and the National Electrical Manufacturers' Association.

There are now 17,000 ranges on the lines of the Georgia Power System.

Special lesson sheets on the range have been printed for use in employee classes. All features of the electric range are described, followed by ten questions which are asked at the end of the lesson by the leader of the class group. Meetings are held once a week and are attended by all of the 4,300 employees, divided into groups of 25. The lesson sheet just referred to, is distributed a week before the lesson is held, each class, as explained, working with a group leader. A very active part in all these classes is taken by the home service department, in demonstrating features of range cookery and classes are held in the home service kitchen. In the Atlanta office alone, thirty-two classes were held in one week. That these educational classes are effective is proven, thinks Fern Snider, Home Service Director, who is in charge of demonstrations, by the fact that previous to the formation of the classes, only two ranges were sold to employees in one week. After the inauguration of the classes, thirteen ranges were sold in one week in the Atlanta office alone.

The Company feels that these classes are of great value in building load, for employees, imbued with the idea of electric cookery, are not only buying ranges for use in their own homes but are selling ranges to family and friends as well. One negro maid, employed in the Atlanta office, sent in prospects which were later sold a range, a refrigerator and four percolators.

Telling *the* Dealer

1932 PLANS
of the

Pacific Power and Light
Call For a Definite Tie-in
With Independent Dealers

SUPPOSE you are a dealer in Portland, O. You are fairly familiar with the amount of business you should get during the year ahead. But suppose you had no way of gauging just how much business would be done in the entire territory; estimates based on sales for past years, together with allowance for any prevailing factors which might have a bearing on the possibilities for the immediate future.

Suppose you knew, too, that the power company in your territory had set up their sales plans for the year. Just how many electric ranges, water heaters, refrigerators, washers and ironers the various localities were expected to sell. Suppose, in addition, that these figures were not predicated on their own sales alone but included yours. Suppose you knew that the territorial representative of the power company had been provided with figures on what his locality was intended to produce and that no division was made between power company and dealer sales and that no emphasis was placed on dollar volume.

You would be in a position, knowing these things, to feel that the power company were just as interested in seeing that *you* sold a definite quota of appliances and that *you* were going to make a profit from your selling efforts during the year.

You would recognize, in other words, that the power company was avowedly in the business of building up their domestic load and that you were just as important an element in their sales picture as their own salesmen. And you would be.

That, briefly, is the essence of the Pacific Power & Light Company's development program for 1932.

Electrical Merchandising, May, 1932

Released in book form, with copies going to all dealers, it outlines the plans of the company for maintaining and developing new residential business in Portland for the year ahead. Here the dealer can see at a glance when the power company is scheduling campaigns on various appliances, he can see exactly how many units of a particular device are expected to be sold in each of the company's 16 territories during the year, all broken down for month to month. He is given, in addition, a complete picture of the sales during past years, the estimated kw.-hr. consumption per customer for a 10-year period, together with the objective for the next five years, and a chart showing the decline in cost per kw.-hr. for the past ten years.

He is provided with forms to register his actual sales each month—a form which also contains a space showing his quota.

Every dealer can see, for instance, that the company anticipates selling 875 ranges, that they expect the dealers to sell 350, a total of 1,225. He can see that they expect to sell 875 water heaters and dealers an additional 175, a total of 1,050; that they expect to sell 750 refrigerators while dealers will account for 600, a total of 1,550.

Every dealer knows, too, that the central stations are not going to sit around and hope that the dealers arrive at their anticipated sales quotas. He knows that the company is going to extend to him every possible sales aid, promotional, advertising and service. He knows that the representatives of the company in the various territories are just as interested in his success as a dealer because they are compensated on a basis of total sales made in the territory—not on company sales alone.

Domestic Appliance Division of Development Program
Pacific Power & Light Company—1932

Estimated Appliance Sales and Revenue
ALL DISTRICTS

APPLIANCE	Estimated Sales	Average Selling Price	Total Amount of Estimated Company Sales	Estimated Annual K. W. H. Consumption	Total K. W. H.	Rate per K. W. H.	Estimated Total Annual Revenue
Ranges	Company 875 Dealer 350 Total 1,225	\$ 150.00	\$131,350.00	1,500	1,512,500	.63	\$ 962,375.00
Water Heaters	Company 875 Dealer 175 Total 1,050	\$ 35.00	\$ 37,500.00	2,600	3,150,000	.60	\$ 18,900.00
Refrigerators	Company 750 Dealer 600 Total 1,350	\$ 285.00	\$213,750.00	500	275,000	.64	\$ 176,000.00
Washers	(Company) 7,000	\$ 140.00	\$1,000,000.00	40	40,000	.63	\$ 25,200.00
Ironers	(Company) 600	\$ 35.00	\$21,000.00	125	75,000	.65	\$ 48,750.00
Radio	(Company) 300	\$50.00	\$15,000.00	150	45,000	.65	\$ 29,250.00
Vac. Cleaners	(Company) 500	\$35.00	\$17,500.00	30	15,000	.65	\$ 9,750.00
San. Lamps	(Company) 250	\$35.00	\$8,750.00	100	75,000	.65	\$ 48,750.00
Lamps	(Company) 60,000	.30	\$18,000.00	1.0	100,000	.65	\$ 65,000.00
Waffle Irons	(Company) 300	\$10.00	\$3,000.00	15	5,000	.65	\$ 3,250.00
Electric Cocks	(Company) 350	\$10.00	\$3,500.00	15	5,000	.65	\$ 3,250.00
Percolators	(Company) 400	\$9.00	\$3,600.00	50	24,000	.65	\$ 15,600.00
Flat Irons	(Company) 1,000	\$6.00	\$6,000.00	75	75,000	.65	\$ 48,750.00
Cookers	(Company) 300	\$6.00	\$1,800.00	111	25,000	.65	\$ 16,275.00
Toasters	(Company) 500	\$6.00	\$3,000.00	50	25,000	.65	\$ 16,275.00
Hot Plates	(Company) 300	\$6.00	\$1,800.00	200	75,000	.64	\$ 48,000.00
Space Heaters	(Company) 300	\$7.00	\$2,100.00	40	12,000	.65	\$ 7,800.00
Mixers	(Company) 300	\$8.00	\$2,400.00	30	4,000	.65	\$ 2,600.00
Totals	Company 8,000 Dealer 1,550 Grand Total 9,550		\$800,000.00	5,300	5,300,750		\$ 3,180,215.00

The 1932 Plan Book of the Pacific Power & Light Company, shows breakdown of quotas on refrigerators, ranges and water heaters for both company and dealer.

INTEREST

The public buys radio sets because they are interested in what is on the air; events to be broadcast this summer will provide a new stimulus to radio set, tube and accessory sales.



OLYMPIC GAMES

—held this year at Los Angeles, July 28, will be broadcast over national networks.

AT THE instigation of O. H. Caldwell, former Federal Radio Commissioner and Editor of RADIO RETAILING and ELECTRONICS, a campaign has been started to induce the radio listener to either put their present set in good working order or invest in a new set. The slogan "See Your Radio Dealer" has been adopted and the drive has already resulted in increased business for many dealers. The following talk made by Mr. Caldwell over the radio is the first of several which will be put on during the spring months to "modernize" radio reception:

"Demand great things from your radio receiving set. Insist that it deliver to you, clear and undistorted, all the good things that are in the air these nights. You are entitled to perfect reception, rich tones, clear reproduction. The great broadcasting stations have expended many millions of dollars to deliver to your antenna crisp, clear radio that faithfully reproduces the faintest whisper in the studio. But what you actually hear, will depend upon the kind of receiving set you have, and the condition in which it is maintained. Call in your nearest radio

dealer to check over your installation, and see that it is in first-class operating shape.

"Here are the three requirements which every listener's set should measure up to, if he is to enjoy fully the splendid features that are in the air:

1. There should be no noise, clicking or buzzing to disturb the listener.
2. Music and speech should be reproduced with realism; deep bass notes and high overtones must be present to give good reproduction.
3. You should be able to hear clearly, and in ample volume, all of the stations your neighbors hear.

"If your radio set fails to meet any of the above specifications, you are missing your share of the radio enjoyment and radio satisfaction that should be yours. Call in a radio man, and have him check over your radio set and installation. Perhaps by making some slight adjustment, by re-arranging the antenna, by inserting new tubes, by replacing some burned-out part, or by eliminating interference, he can quickly and easily restore your set to 100 per cent satisfactory operation."



Important Broadcasts Ahead

Get your customers' sets ready for these thrilling program events

KENTUCKY DERBY

Louisville, May 7

THE PREAKNESS, HORSE RACES

Chicago, May 14

REPUBLICAN NATIONAL CONVENTION

Chicago, June 14

INTERNATIONAL REGATTA

Poughkeepsie, N. Y., June 20

YALE-HARVARD BOAT RACES

New London, Conn., June 24

DEMOCRATIC NATIONAL CONVENTION

Chicago, June 28

INTERNATIONAL OLYMPIC GAMES

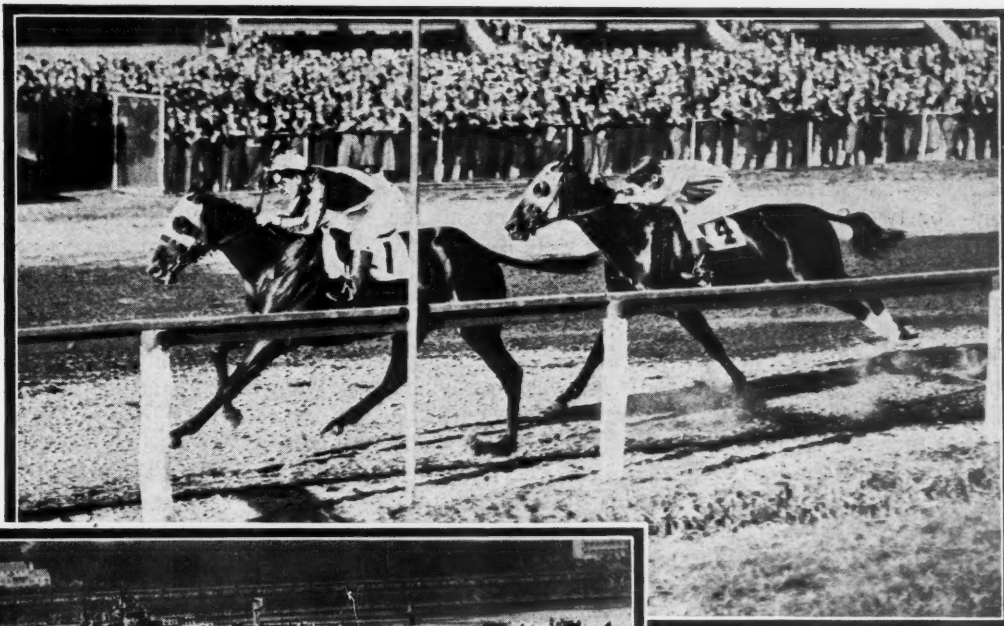
Los Angeles, July 28

TOTAL ECLIPSE OF THE SUN

New England, August 31

DEMOCRATIC and REPUBLICAN CONVENTIONS

—are the biggest thing in the year's national radio attractions. Sets must be at 100 per cent operating efficiency this summer if these immense pow-wows are to be properly enjoyed.



THE KENTUCKY and PREAKNESS DERBIES

—attract enormous attention. And the man with something on the nag in front is never far from his radio

YALE-HARVARD BOAT-RACES

—are of more than local interest. They are one of a number of exciting events which will be broadcast—and don't forget the golf championships.

Johnny does all his own selling and delivery and averages 8 or 10 washers a month—through his own efforts. But he keeps going all the time.



Maytags and

TO be sure it was South Norwalk, Conn., and the Italian section at that. But it was a big night. The local Fireman's Association was holding its annual ball and everybody for miles around that could raise a dollar was there to contribute their share in the festivities.

The big hall was filled with couples gliding blissfully about or two-stepping with expert nonchalance to the rhythmic throb of the big orchestra. And then there came an almost imperceptible lull in the music and the leader of the band bent his head lovingly over the glittering accordion he carried and began to play.

The dancing stopped and the couples gathered in little knots before the orchestra to listen. He was a little man and his white teeth shone in his swarthy face when he smiled. It was a friendly smile, too, inviting everybody to be caressed by the harmonies which poured from that fabulous instrument. And under his quick fingers the music throbbed tenderly, slowly or laughed and danced insanely. Finally, he stopped and by the applause you knew that Johnny Cutrone had once more put on his act.

The next day would see just as active and ingratiating a Johnny but in a somewhat different role. He would be perhaps, behind the counter of his little store which huddled on a sharp incline in the Italian section. Here he would dispense newspapers, magazines, soda pop, cigars or musical instruments. But often the store's slow pace will be too much for Johnny's ebullient energies. Then he hops outside, into the seat of his little truck, a Maytag washer securely strapped on to the rear, and goes tumbling about the crazy streets of the town selling washers.

And there we come to the most curious part of the whole story. Because when Johnny sets out to sell washers, he really sells them. He sells ironing machines, too, and burners for oil stoves and what not. He spends two or three hours a day just seeing people. The fact that he sticks to it, and that his dark flashing smile has become as well known in the district as his accordion, is the only recipe for success in the appliance business that Johnny recognizes.

He averages eight or ten washers a month—last year

he sold 113 of them. And 80 of them were the \$165 models! He rarely gets less than \$25 down and more than once has collected the entire cash price on the spot. Somehow, those things are hard to believe when on every hand the stories of poverty, depression and lack of business are so tiresomely reiterated.

It is so easy to blame things on the hard times. Maybe Johnny would like to occasionally. But he married a handsome Italian girl, has a small son and has just built himself a beautiful house up on the hill. So good times or bad, says Johnny, the house has to be paid for and that means only one thing to his vital temperament—hustling.

The washing machine business was going along so well at one time that Johnny felt that his own efforts ought to be supplemented. Damn it, he had so many things to do that he couldn't get out and see half of the people he wanted to. He saw sales going to competitors and that meant only one thing—that he hadn't been able to get around to the prospect. Well, maybe a couple of helpers would turn the trick. Give a man a small drawing account, let him use the truck and see what kind of business he could dig up on a commission basis. He tried five of them. Some of them two weeks, some of them a month and some of them even two months. Then he quit. Only 8 washers were sold. Times were bad, they told him and nobody has any money. In the meantime, they had received their drawing account and had used up \$25 a month burning gas in the truck.

"To hell with 'em," said Johnny briefly. "I could go out and sell three washers while they were thinking up some good reason for their hard luck. I do my own selling now. Once in a while somebody tells me they have no money or even no job. But the next one has got money and can buy. The only answer to this business is to see a lot of people and find out how many *can* buy. Me? I don't worry. I found plenty. If I only had more time!"

"I sold a washer the other day to a woman that I had been after for a year. I didn't bother her too much you know, but I would drop around every other month or so

Gentleman Johnny Cutrone *plays the accordion
in an orchestra 4 nights a week and runs
a shop in the daytime. But he sold 113
washers last year in his "spare" time*

MUSIC

Another Depression Story



and keep her interest up and make sure at the same time that she hadn't bought one somewhere else. A lot of guys make that mistake. They get a prospect all warmed up but don't get her signature so they figure it is useless. In the meantime she has been thinking about the thing more and more and maybe goes and buys it somewhere else."

How much does Johnny collect as a down payment? Well, sometimes \$25, sometimes \$50, and in two instances in the past month has collected the full cash price. Occasionally, to clinch a sale, he has taken \$10 down, but rarely do the payments run over a year. In most cases he collects within six months. He gauges the customer's ability to pay and induces them to discharge the obligation as soon as possible.

Reverts? He doesn't know what they mean. Once

he sells a washer he takes enough interest in the transaction to go back and make sure the customer is getting complete satisfaction.

Johnny, mind you, has no display room, does no advertising. There is only one recipe he knows for getting business and that is to go out and ask for it.

But he contributes that invaluable quality of personal enthusiasm to the job that, since the beginning of time, has never failed to make the difficult or impossible thing merely part of the day's work.

Is there a depression? Sure! Are we downhearted? Ask Johnny Cutrone.

30 DEALERS

When the Edison Company in Brockton, Mass. Adopted Sweeping Sales of Refrigerators, Ranges and Water Heaters Averaged 140 Per

By

Howard S. Knowlton

IN 1930, 225 electric ranges were sold in the Brockton, Mass., territory by the power company and the dealers. In the same year 400 refrigerators were sold and two electric water heaters. In 1931, 810 electric ranges were sold, 209 of them by dealers and in the same year 525 refrigerators were sold and 172 water heaters. The average gain in all three major appliances was 140 per cent over the year previous.

What was back of this remarkable showing in a year during which sales for the industry in these devices declined generally?

The answer lies chiefly in the interest shown by the central station in developing, through cooperative measures, the sales of all devices through other outlets in the industry. In 1931, the Edison Electric Illuminating Company of Brooklyn, a Stone & Webster subsidiary, recognized the importance of the dealer in their plans for the promotion of domestic electric devices and took definite steps to foster sales through other outlets besides their own.

How was this accomplished?

First, by adopting a policy of making an allowance for the cost of wiring all electric ranges sold on their lines. Second, by financing instalment paper for the dealers; third, by recognition of the dealer in their advertising; and fourth, by placing at the service of the dealer, the resources and personnel of their home service department.

The total population of the Brockton territory was 106,065 and the number of residence customers 25,662. The company has for some time devoted much attention to the sales development of heavy-duty domestic appliance sales and service, to cooperation with customers through the district representative system and to working with other retailers on a mutually profitable basis.

In reviewing the commercial progress of the Brockton company with W. E. McCreery, its resident sales manager, the point was brought out that the underlying preparation for the recent results dates back to 1927, when the district representative system of customer contacts was established. This system builds good-will and popular confidence, merchandising stimulation being of secondary importance but none the less valuable. In the four years beginning with 1927 a popular interest was gradually developed in electric cooking and in refrigera-

tion, and the decision was reached by the company to start more effective merchandising in 1931. Promotional rates had been established and near the close of 1930 a policy of absorbing charges on range installations had been developed.

"In January, 1931," said Mr. McCreery, "we obtained a popular-priced electric range and the dealers also picked out a similar product for their retail stocks. Before the first major drive began, we announced for the first time a controlled or off-peak rate for water heating service and included the water heater in our merchandise. Local dealers were solicited to cooperate in the sales work and about a dozen took part. A 3-days' cooking school was held by the company in February, 1931, well in advance of the concentrated drive which opened in March. Dealers and wiring contractors joined heartily in this drive and profited from both appliance merchandising and wiring.

"The fall campaign ran from Sept. 21 to Nov. 14. During the summer the momentum of the spring campaign enabled the usual summer sales quotas to be surpassed. Another cooking school was held and dealers and company synchronized on displays. Pre-campaign periods were utilized also in training men and in sales classes. Utility salespeople were compensated for sales on the basis of added load rather than dollar values of merchandise. In March a local refrigeration bureau was formed in cooperation with the N.E.L.A. campaign, including all dealers in this specialty. This bureau raised a total newspaper budget of \$1,200, which was used in monthly cooperative advertising.

"In order to stimulate greater sales activity the company offered liberal cooperative policies to dealers throughout the year, permitting them equal advantages in the sale and installation of their equipment. The principal features were the financing of instalment accounts (applicable to any make of standard quality merchandise); free wiring, consignment of company merchandise, joint advertising, assistance of the home service department in home demonstrations, and assistance on service and high bill complaints. Dealers were prompt in accepting this program and expressed their approval of company policies.

"The range wiring allowance was capitalized from the primary feeder to the beginning of the appliance circuit inside the home, the cost of the inside wiring to the range being charged to company sales expense."

The price schedules ranged from \$99.50 to \$225 with an average of \$110 for ranges installed; \$195 to \$425 with an average of \$290 for electric refrigerators installed; and from \$159 to \$200 with an average of

S Helped

ing Per *Cooperative Measures with Dealers, Cent Increase Over the Year Previous*

\$165 for water heaters. Eighteen to 24 months were allowed to complete payments on ranges and refrigerators and 24 to 36 months on water heaters. About 8 per cent of the units were sold for cash.

The average connected range load added was 9 kw.; refrigerator, 600 watts, and water heater, 2,500 watts. Annual consumptions figured were 1,500 kw.-hr. for the average range, 600 kw.-hr. per refrigerator and 3,000 kw.-hr. per water heater.

The promotional rate which attracted most of the new business except water heating last year was of the 2-part type, with an area charge averaging 90 cents per month and energy prices of 4 cents each for the first 50 kw.-hr., 3.5 cents each for the next 100 and 2.5 cents each for all in excess. The controlled water heating rate embodied a minimum charge of 50 cents per month plus all energy at 1.25 cents per kw.-hr.

At no time did the company try to make money at the expense of the dealer. Three choices were the latter's in financing: (1) The dealer could have his appliance financed by the company provided the device was standard; (2) the dealer could purchase outright any appliance handled by the company for resale in his own store; (3) the dealer could turn over his "prospects" to the company for the latter to follow up if a sale resulted receive a commission which averaged 12.5 per cent.

In ten months' effort 161 heaters were sold at Brockton, and these are using about 4 per cent of the total annual residential consumption, pushing up the average annual home use 20 kw.-hr.

"About 75 per cent of the water heaters were installed with an electric range," Mr. Eaton said. "About half our installations are connected to operate in series with other heaters. The average monthly bills of customers using electric heating without pre-heating range for this service from \$3.32 with two in the family to \$5.04 with five.

Mr. McCreery states that in 1931 the gross merchandise sales in the territory were \$600,000, of which 57.5 per cent was by dealers outside the company. Appliance wiring installations brought \$85,000 more to the contractors. Total appliance sales averaged \$23.34 per home customer. The estimated annual energy use of the total 1931 major appliance sales is equivalent to an increase of 79 kw.-hr. per home customer. The average energy use per home customer for 1931 was 520 kw.-hr. Five years ago it was 331 kw.-hr. The average revenue per residential customer increased in five years from \$25.74 to \$30.16 and from 1930 to 1931 it gained \$2.61. The average 12-month unit rate is now 5.41 cents per kw.-hr.

TABLE I
Comparison of Major Appliance Sales

	1931	1930	Per Cent Gain
Ranges.....	810	225	260
Refrigerators....	525	400	31.2
Water heaters....	172	2
Totals.....	1,507	627	140.3 (avg.)

Company and Dealer Sales in '31

	Company	Dealers	Dealers' Per Cent of Total
Ranges.....	601	209	24.5
Refrigerators....	300	225	42.8
Water Heaters....	166	6	3.5
Totals.....	1,067	440	28.1 (avg.)

TABLE 2
Per Cent of Customers Using Major Appliances

	Number In Use 1/1/32	Per Cent of Total Home Customers	Per Cent of 1931 Sales to Total Now Installed
Ranges.....	1,350	5.27	60
Refrigerators. .	3,000	11.7	17.5
Water Heaters...	200	0.78	86

Per Cent of Company Employees Using Major Appliances

	Number in Use	Per Cent of Total Employees†
Ranges.....	107	40
Refrigerators.....	137	50.7
Water Heaters.....	15	4.14

† If deductions were made of employees not having families or places of residence, these percentages would be greater. Practically every second employee has an electric range and an electric refrigerator.

TABLE 3
Number and Class of Appliance Dealers

	Number	Selling Major Appliances
Wiring contractors*.....	73	20
Specialty Shops.....	7	7
Radio shops.....	15	0
Furniture and hardware.....	24	3
Chain, drug and department stores	12	1
Jewelry stores.....	4	0
Total dealers.....	135	31

* 52 of these have no stores.

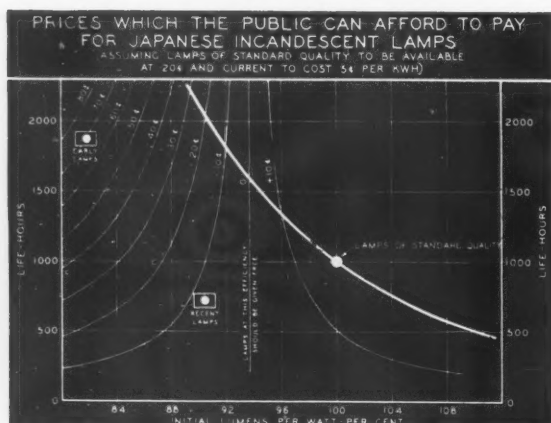
Another JAPANESE

3,000,000 CHEAP FOREIGN LAMPS A MONTH

are being sold in this country

Engineering tests reveal LOW EFFICIENCY

and in some cases HIGH CURRENT CONSUMPTION



The cost of lamps should be computed as much on the basis of the current they consume during their life as on the original purchase price. Chart prepared by Electrical Testing Laboratories, acting in behalf of the Lamp Committee of the Association of Edison Illuminating Companies.

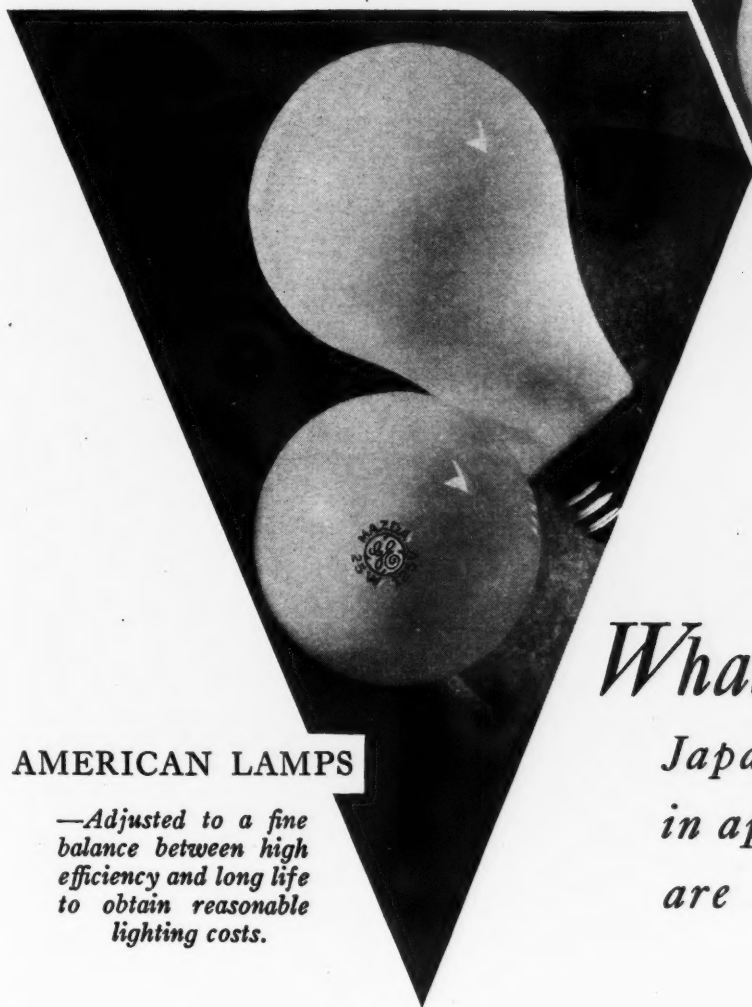
ONE of the disturbing elements in the drive for greater progress in lighting has been the importation from Japan during the past year, of incandescent lamps. The right of another nation engaging in the manufacture of lamps for sale in this country cannot be questioned as the fundamental patents on tungsten filament vacuum type lamps have expired. Reputable European manufacturers have long been making lamps which, due to their higher prices, have not been a factor in the American market.

The latest importations from Japan, however, are sold at a price which makes them a naturally desirable item for the larger chain stores who are in a position to buy and sell in considerable volume. Authoritative sources estimate the present sale of low-priced Japanese lamps in this country at 3,000,000 a month.

The question then confronting the electrical industry in this country is one which resolves itself primarily into a consideration of the quality, efficiency and length of life of the lamp in comparison with the familiar American mazda lamp. Resembling the mazda lamp very closely, the ultimate consumer is in no position to gage the relative worth of the imported product. And inasmuch as they are competing directly with the lamps sold by independent dealers, it has been deemed necessary to submit the imported lamps to scientific tests to determine their worth and quality as a protection both to the industry in this country and to the users themselves.

A number of these lamps were bought from dealers by the Electric Testing Laboratories, acting in behalf of the Lamp Committee of the Association of Edison Illuminating Companies. After exhaustive tests designed to reveal manufacturing defects in comparison to the performance of any American mazda lamp, some definite technical data has been released concerning them. The facts were contained in a paper read by Mr. Preston S. Millar of the Electrical Testing Laboratories and delivered at the I. E. S. Convention, Pittsburgh. Briefly, the tests show that the Japanese lamps imported into this country are of decidedly inferior quality and low efficiency. The tests also reveal wide differences in the average life of the lamps. The average being somewhere near one-half of the usual 1,000 hour average of the American mazda lamps. According to Mr. Millar, 44 per cent of the Japanese lamps would not be accepted for shipment under American inspection procedure. Of American lamps only 1.6 per cent are criticized as defective. It is interesting to note too that in the current consumption Japanese lamps cost about one-third more for the light achieved by their use than typical American lamps. In other words, the cost of lighting for both lamp and current per 1,000 lumen-hours was found to be anywhere between 17 to

Invasion



AMERICAN LAMPS

—Adjusted to a fine balance between high efficiency and long life to obtain reasonable lighting costs.

JAPANESE LAMPS

—Inferior in quality and low in efficiency cost the consumer one-third more than American lamps for the light achieved.

What is the Difference?

Japanese lamps are identical in appearance . . . But they are inferior in performance

38 per cent higher with Japanese lamps as compared to American in all ratings from 25 to 150 watts.

An interesting point brought out in Mr. Millar's paper was that the life of incandescent lamps, other things being equal, depends upon the efficiency at which they operate. An increase of ten per cent in efficiency cuts the life of the lamp approximately in half and, conversely, an equivalent decrease in efficiency doubles the life. The standard American products are adjusted to a fine balance between high efficiency and long life in order to obtain reasonable lighting costs. These inferior imported lamps, on the other hand, are low in efficiency so that the increased life of some of them is actually a detriment, involving higher lighting costs to the public who buy them.

There seems little doubt, on examining the evidence that the present importations from Japan have been manufactured with little regard for American quality standards in order to compete with a price advantage. The electrical industry, therefore, from the standpoint of its own interests and the interests of the purchaser would be wise to discourage the sale of the imported product which, in the final analysis, is inferior to the standard product made in this country.

It should be clearly understood that the lamps referred to in this article are manufactured by cheap foreign labor and exported to compete with American lamps on a price basis. Good lamps are manufactured in Japan by General Electric subsidiaries but are not exported to this country.

To the EDITORS

He's Wrong

To the Editor:

One admires your fairness in giving especially prominent space to Mr. Catlin's letter disagreeing with a point made in your electric range article, "On the Stand."

Friend Catlin has kittens in the attic.

Let it be known that I ate electrically cooked food fifteen years before he started to sell ranges. Let it be known further that I am no mean cook. So when I say that M. Catlin's statement to the effect that electric cookery is as other cookery, he exudes something halfway between balm and goofiness.

I agree with him that the so-called domestic science experts have overplayed the difficulties of electric cooking. To bolster their jobs they have peddled inferiority complexes to solid housewives who have for many years dished nourishing victuals to ravenous families. But because the home service gals have overplayed it on the one side, let us not underplay it on the other. The cold fact is that you have to learn how to run an electric range exactly as a horse-and-buggy driver had to learn how to tool a flivver.

Mr. Catlin to the contrary notwithstanding.

FRANK B. RAE, JR.,
Cleveland, O.

He's Right

To the Editor:

I have just read Mr. Hoyt Catlin's article in your April issue of *Electrical Merchandising* and want to say that without a doubt I think that he has hit the nail on the head. I hope that you will follow this with an editorial on the subject.

For years I have preached this idea, as I felt the "mystery" of electric cooking had kept the department and furniture stores from entering the field. Surely appreciate your publishing the article and hope that it will be followed up.

WM. P. SWARTZ,
Pacific Coast Sales Mgr.,
Standard Electric
Stove Co.

Will the Plumbers Get the Plum?

To the Editor:

We suggest that you get a copy of the March 15th issue of the *Plumbing & Heating Contractors Trade Journal*, published at 515 Madison Avenue, New York, N. Y. Refer to page 24 and note article entitled "Veiled Attacks Against Value of Industry's Forces For Marketing Air Conditioning Upset."

Our reaction is as follows: The electrical supply dealer, in the order named, let such important and profitable lines as vacuum cleaners, washing machines, radio and electric refrigerators, get away from him. Now it looks as though the plumbing supply industry want to elbow into the ventilating and air conditioning field.

Their industry is practically at a standstill, due of course, to entire dependence on new building activity, an error made by some manufacturers and jobbers in the electrical industry.

Notwithstanding the mistakes made in the past—is it not significantly illustrated in this article that the plumber may steal a march on the electrical dealer and enjoy the enormous volume and fine profits available in the ventilating and air conditioning field?

G. C. BREIDERT,
General Sales Manager, Ilg Electric Ventilating Co.
Chicago, Ill.

Bakewell Still Active

To the Editor:

I want to thank you for the kindly mention made in the April issue of *Electrical Merchandising*.

I note that under my picture on page 69 you have me as succeeding George Bakewell, Jr., as Executive Manager, which is correct, but statement that he has resigned is incorrect. Mr. Bakewell has simply stepped out of the Executive Management position to take up more extensive field work and cooperative merchandising with dealers, etc. In other words, he is still with the League, very active, and giving splendid field service. I thought you might want to make a brief mention of this possibly in your next issue.

JOHN J. COOPER,
Executive Manager.

Electric League of Colorado, Denver, Colo.

Restaurants and Air Conditioning

To the Editor:

In the April, 1932 issue of your magazine, "Electrical Merchandising," a statement was made quoting the writer which can be interpreted in several ways. The statement referred to is, "Restaurants, at first blush seem most logical customers, but I. S. Ritter of the Stover Company, Chicago, says no."

The facts of the case are, that with the heavy load imposed on air conditioning apparatus in restaurants a single unit cooler cannot be expected to satisfactorily handle a great many of these jobs. However, we successfully duplex several units to one compressor and in a great many cases this type of installation allows the placement of the evaporating units at strategic points in a restaurant and allows for a more satisfactory operation than would be possible with a central plant.

So far as restaurants being most logical customers is concerned, that is a matter of opinion; however, we have noticed a great deal of interest aroused in the restaurant field by the new Frigidaire Air Conditioning Equipment and we anticipate in addition to the volume already secured a greatly increased number of sales in the near future, as the economic value of air conditioning in restaurants has been proven, without a doubt, both in increasing the size of the customer's check in the summer time as well as the attendance.

I. S. RITTER,
Manager—Engineering Department,
Stover Company, Chicago, Ill.

Accurate

To the Editor:

I have just received a copy of "Electrical Merchandising" and wish to take this opportunity to write you concerning the article you wrote on Dealer Cooperation at Binghamton and Elmira. The story was wonderfully well written and the thing that appeals to me particularly is that we found no errors, in fact, you have told the story much better than I could have myself. So many times articles of this type are considerably distorted when they finally appear in print, but in this particular case it was without exception correct to the last word.

C. R. RUDDY,
New Business Manager,
Southern New York State Group,
Associated Gas & Electric Co.

Electrical Merchandising, May, 1932



*for
Apartments*

SUNLAMPS

*Cleveland apartments
find new S-2 sun lamp
installations next to
refrigerators in rent-
ing popularity*

PRIOR to the announce-
ment that sunlamps
were being installed, the
Edgewater Apartments at Cleveland had twelve
vacancies which represented an average over a
considerable period of time. Since the announce-
ment was made, through the medium of a classi-
fied ad, seven apartments have been rented, thus
decreasing the vacancy average from 25 per cent
to less than 10 per cent. On March 18, five pros-
pective tenants visited the apartments, which is
many more than the number of prospects they
had been having. March is a rather poor renting
month, so the above figures speak well for the
renting power of the sunlamp installations.



Now a 4-YEAR

General Electric makes an important announcement to those interested in the sale and servicing of electric refrigerators

WE have replaced many thousands of refrigerators of other makes which have been in service *only* two or three years. They were replaced because the excessive cost of servicing and maintaining them made it cheaper to buy new machines.

Low first price is not low cost. The few dollars a user might save today by buying a cheap refrigerator can quickly be consumed by repair bills and service charges. When the mechanism fails the refrigerator becomes just a box.

The Heart of the Refrigerator is the Mechanism

70% of any refrigerator investment goes into the mechanism. A good cabinet will last for years. The finish may scratch, or chip, or be marred, but is easily repaired. The thickness and insulating qualities of a

cabinet and its durability are very important, but the heart of the whole refrigerator is the mechanism. *It is unfair and misleading to misrepresent these facts.*

General Electric knew all these conditions before our scientists and engineers approved the General Electric Refrigerator for public use. Other types are cheaper to manufacture and can sell for less; but we believe that no other type will give equal satisfaction, or as low a total cost of refrigeration over a period of years.

The Monitor Top

When the General Electric Refrigerator was designed, it was known that stuffing boxes would leak—so they were eliminated! Belts could break—so they were eliminated! Fans could get out of order—and they, too, were eliminated! Too much or too little oil caused trouble

—so we eliminated the need for oiling. The General Electric Refrigerator never needs oiling—another important and exclusive feature.

The General Electric mechanism is hermetically sealed-in-steel—protected against tampering and against the ravages of air, dust, and moisture, the agents of deterioration which make repeated repairs necessary.

It is the cleanest—simplest—most compact—trouble-free refrigerating mechanism known today.

AND NOW—

A Four Year Service Plan

As a result of experience General Electric was the first to offer two additional years guarantee beyond the standard one year warranty. Now after 20 years of research, including the experience of over

GENERAL ELECTRIC

ALL-STEEL REFRIGERATOR

DOMESTIC, APARTMENT HOUSE AND COMMERCIAL REFRIGERATORS — ELECTRIC WATER COOLERS

SERVICE PLAN

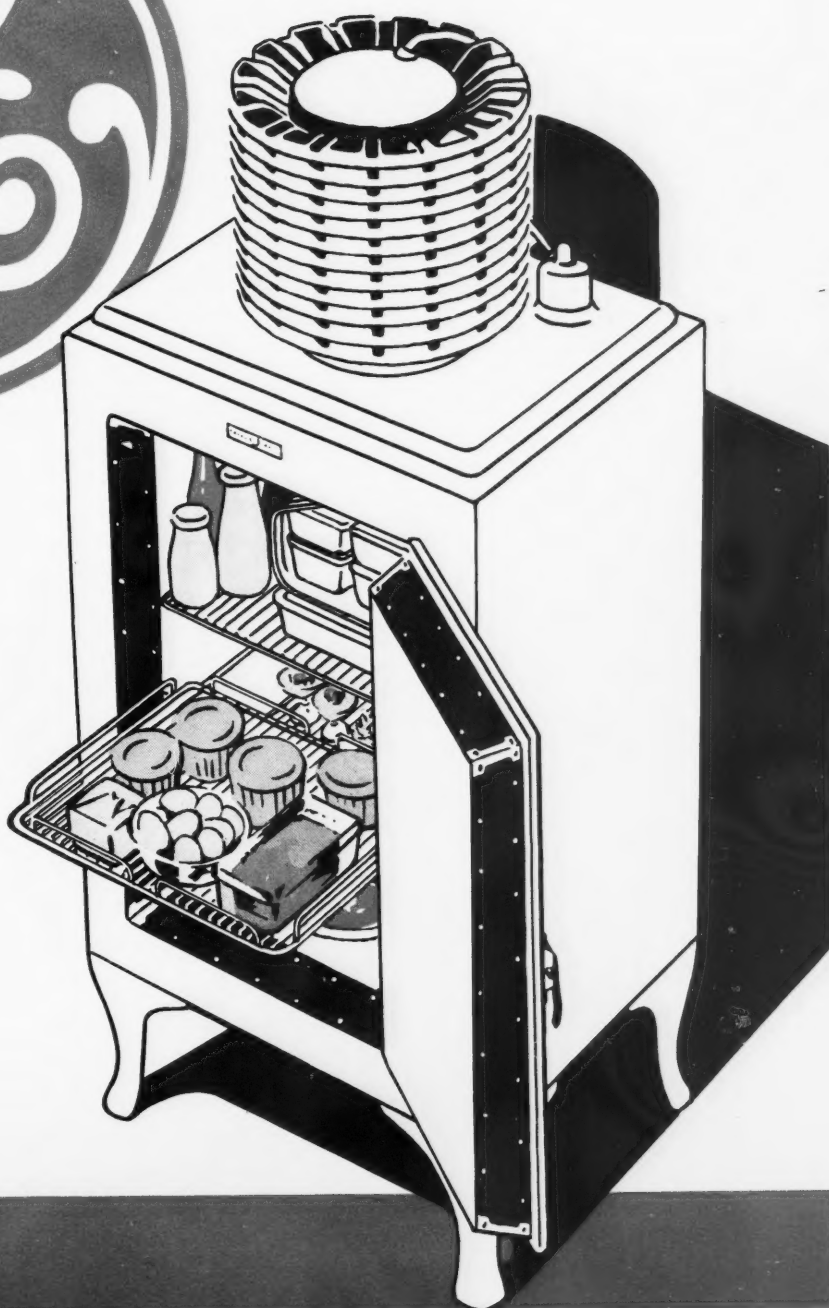


four years of actual field service with more than a million and a quarter users, General Electric again steps ahead of the refrigerator industry with a service contract protecting each new buyer against all service and repair charges on the Monitor Top mechanism for three additional years beyond the standard one year warranty.

Today new low prices, the Four-Year Service Plan, \$10 down payment and 10c a meal terms, make the General Electric an even greater value than ever before.

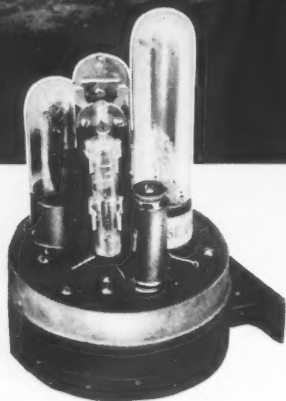
THE GENERAL ELECTRIC COMPANY

Millions have joined the ever-widening G-E Circle, presided over by Grace Ellis, every day at noon (except Saturday) and Sunday at 5:30 p.m. — N. B. C. coast to coast network — E. S. T.





Light *for Home* PROTECTION



The Greenwich, Conn., home of O. H. Caldwell, former Federal Radio Commissioner and editor of "Electronics," showing how an automobile, left foreground, its headlights shining on a concealed "electric eye" in the driveway, bathes the house and grounds in a flood of tungsten sunshine, giving immediate warning of visitors. At left, a typical "electric eye" apparatus—the Burgess selenium apparatus. At top, a mechanical device, installed in the driveway, will also operate lights on the ground and warn of intruders.

MODERN science has many defenses against the kidnapper and criminal, if the public will only utilize them. The electronic tube, the "electric eye," infra-red rays, ultra-violet light, the electric charge detective, and electric light itself are all automatic safeguards which can be put on watch to detect marauders and give alarm.

The human eye must wink and it must sometimes sleep. But the "electric eye" needs no winking or sleeping. It can remain forever on watch, catching events far too rapid for human vision. The electric eye sees in total darkness as well as in the light.

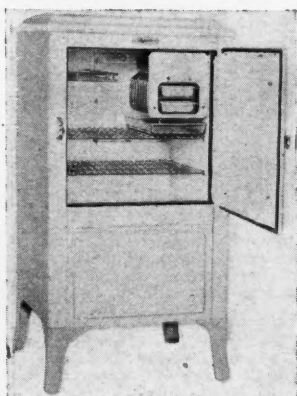
Already the police are making good use of the electronic tube in the police teletype and the new police short wave radio systems, and for crime detection, and analysis of testimony. But even a small 10-watt outside lamp, costing $\frac{1}{3}$ cent per night, acts as a deterrent to criminals.



The calamity at the Lindbergh home at Hopewell, N. J. might have been prevented, according to Mr. Caldwell, by the use of a small outside light left burning all night at an insignificant cost.

New MERCHANDISE

A Few of the Many Interesting Appliances that Have Recently Appeared on the Market



New Majestic Refrigerators

With the introduction of its new low-priced "Majestic" refrigerators, the Grigsby-Grunow Company, 5801 Dickens Avenue, Chicago, now offers two complete lines of refrigerators—the de luxe line of all-steel, hermetically sealed models and the new low-priced line with "open" unit installed underneath the food storage compartment. Both sealed and "open" types of "Majestic" refrigerator are now available.

Model 335, retailing at \$99.50 in elasto finish, has a capacity of 3.4 cu.ft. and freezes 42 ice cubes at one time. It is offered in three styles—regular, sink-high with special drainboard top, and table-top. Finished in all-porcelain, this model of refrigerator is made to retail at \$119.50, f.o.b.; in black elasto and without legs, for office use, \$125, f.o.b. In 4.7 cu.ft. capacity, finished in elasto, the retail price is \$129.50, f.o.b.; in porcelain, \$149.50.

The unit is of the rotary type. The entire unit, the manufacturer declares, may be removed in less than 15 min. Refrigerant is sulphur dioxide. The 1/6-hp. motor is rated at 172 watts.—*Electrical Merchandising*, May, 1932.



Sesame Ice Tray Remover

Difficulties of ice tray removal are overcome by the use of the "Sesame" ice tray remover brought out by Eichorn & Yates, Inc., 220 East 42d Street, New York City.

Mechanical in operation, the "Sesame" is warranted to work easily, instantly and always. It is a tool with rubber-tipped end and handle that slides back and forth along the shank. It may be operated with one hand, the butt end of the handle flat against the hand and the hollowed-out point of the rubber shock absorber directly under the drawer pull or handle of the tray or drawer to be released. One or more sharp, quick blows, keeping the rubber-tipped end in contact with the spot to be hit, releases the tray. The "Sesame" has an attractive finish of black and chromium. Intended retail price, \$1.—*Electrical Merchandising*, May, 1932.

Electrical Merchandising, May, 1932

Barcol Fan Display

"A Sea Breeze for Every Room in the Home" is the message carried by the attractive fan window display designed by the Barber-Colman Company, Rockford, Ill., for its "Barcol" fans. In this display four yachts race each other on a deep blue ocean, propelled by the breeze from a "Barcol" fan. The boat race effect is obtained by mounting the yachts on a turntable which revolves on a glass bearing. The display is provided without charge to dealers ordering twenty or more "Barcol" fans. A display can also be obtained with a smaller order of fans at a nominal charge.—*Electrical Merchandising*, May, 1932.



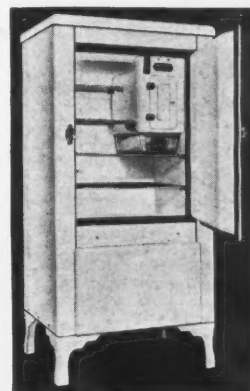
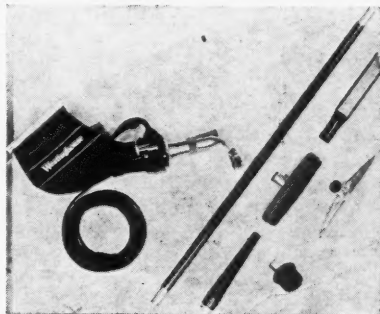
Westinghouse Duster-Cleaner

Designed to handle all cleaning and dusting operations in the home is the new duster-cleaner, announced by the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio.

A unique vacuum brush and feather-weight extension tube handles the cleaning of linoleum, hardwood floors and painted walls; the vacuum dust brush cleans moldings, baseboards and corners; carpets and rugs are cleaned by the wide nozzle; the blower attachment dries hair, renovates pillows, etc.; and as a hand cleaner it cleans upholstery, automobile interiors, stairs, etc.

The duster-cleaner weighs but 5 lb. and can be easily stored in a drawer or a shelf when not in use. In operation, the Company points out, the cleaner, because of its powerful motor, has seven-eighths of the suction of the large size cleaner.

Complete with all attachments, the duster-cleaner retails for \$25; with detachable upholstery nozzle, feather-weight extension tube and aluminum floor nozzle, \$21.50.—*Electrical Merchandising*, May, 1932.



Norge Reduces Prices

Reduced prices on "Norge Rollator" refrigerators, have been announced by the Norge Corporation, Detroit, Mich.

Features of the "Norge" refrigerator line are the well-known "Rollator" with only three moving parts, running in a permanent bath of oil, the "Preservoir," which holds meats, frozen desserts, etc., the "Watervol," of full gallon capacity, providing a drinking water supply, the "Icevoir," which makes ice bars the size of two ice cubes, inside rounded corners of the cabinet and the sliding shelves of flat ribbon construction, porcelain coated.—*Electrical Merchandising*, May, 1932.



Nesco Casserole

Two outstanding features of the "Nesco" casserole of the National Enameling & Stamping Co., Inc., Milwaukee, Wis., are the removable inset or baking receptacle and the chromium finish.

The bowl and rim of the inset are porcelain enameled and the removable feature of the inset makes it possible to put it into the sink for cleaning. Three plugs provide high or low heat by combination of two right or left sides. High heat is 425 watts; low, 130. Voltage 110-120.

The sides of the casserole are paneled in long triangular panels and the cover is plain, all chromium plated. The intended retail price is \$7.85 in Central and Eastern States; \$8.50 West of Denver.—*Electrical Merchandising*, May, 1932.

New Electrical Merchandise



Two Voss Washers

Two new models of washer—the E-69 and E-76, together with the present model, E-59, constitute the "Voss" line of washers for 1932.

Model E-76 has three exclusive, "Voss" features, the manufacturer, the Voss Bros. Manufacturing Company, Davenport, Iowa, points out. It has an all-porcelain surface, except wringer and short legs. It has "Voss" corrugated porcelain enameled tub and porcelain enameled lid and a patented metal floating agitator.

Other features are the specially-designed wringer with 2½-in. Zeppelin-type rolls; rubber-insulated motor; simple power mechanism with only four moving parts, fully enclosed and running in oil. Its intended Eastern retail price is \$79.50.

Model E-69 offers many new refinements over the present model E-59. It has corrugated porcelain enameled tub and lid and floating agitator, Lovell wringer with 2½-in. rolls, under-tray and larger, easy-rolling casters. It offers exactly the same features as the E-76, described above, except for the all-porcelain apron. The intended retail price is \$69.95. —*Electrical Merchandising*, May, 1932.



New Revere Clocks

With the introduction of two new hour-strike mantel clocks to sell at \$19.50, a new low price has been established by the Revere Clock Company, Cincinnati, Ohio.

The clocks are Telechron-motored. Model R-930 is an upright in Gothic style, 9½ in. high, 6½ in. wide and 4 in. deep. The case is oak with raked grain, dove-colored finish. Model R-932 is a Colonial style tambour with case of Honduras mahogany lacquer finish, with birdseye maple overlay. It is 7½ in. high, 17½ in. wide and 4½ in. deep.

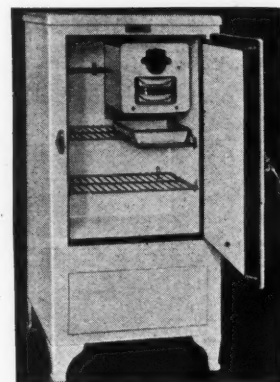
Another recent model of "Revere" clock is Model R-934, an Early American upright in Honduras mahogany with crotch mahogany panels. —*Electrical Merchandising*, May, 1932.

Improved Regina Floor Machine

Announcement is made by The Regina Corporation, Rahway, N. J., of improvements and refinements in the "Regina" electric floor machine which will now retail at a lower established price of \$69.50.

The machine not only waxes floors automatically and polishes but is also designed for scrubbing, refinishing and sandpapering. It is made for use on all types of floors. The automatic waxing unit is of substantial construction and works by means of a unique gear pump which, it is explained, insures positive delivery of wax to the floor, the flow of wax being controlled by an easily adjusted regulating screw. The unit may be attached and detached with extreme ease and may be used with any good grade of liquid wax.

Two pairs of brushes are supplied with the machine, one pair for cleaning and waxing and another for polishing. A pair of heavy high-grade felt buffing pads are also supplied. Extra attachments for scrubbing, refinishing and sandpapering are available. —*Electrical Merchandising*, May, 1932.

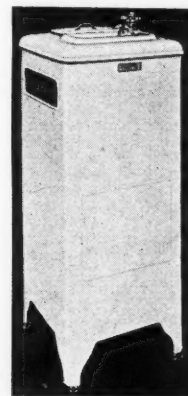


Servel Refrigerator and Water Cooler

One of the latest additions to the "Servel" line of hermetically sealed, electric refrigerators is the "Marchioness" which has a net food capacity of 3.2 cu.ft., a shelf area of 6.7 cu.ft. and two ice cube trays with a total of 42 ice cubes. The cabinet height, including legs, is 47½ in.; width, 24½ in. This new model was designed to fill a definite need for homes in which in-between dimensions in a refrigerator cabinet are more desirable.

Announcement is also made by Servel Sales, Inc., Evansville, Ind., of a new water cooler. This new cooler, Model SB-C, is small in bulk, requiring a minimum of floor space. It may be had in finish of white or bronze. Olive green or mahogany may also be specified as finish at a small added cost.

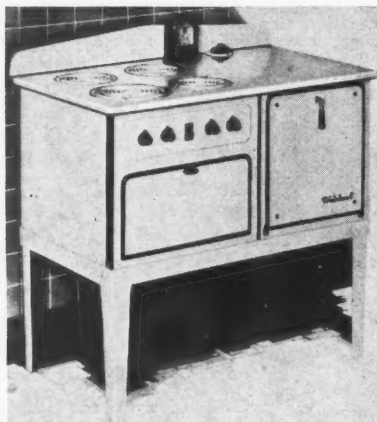
The water cooler is equipped with a new sanitary angle stream jet with drip guard. A storage chamber of generous size for fruits, drinks, etc., is also provided. —*Electrical Merchandising*, May, 1932.



Ilg Attic Ventilator

Just a foot or two of attic space is all that is required for the installation of the "Ilg" attic ventilator in homes, clubs, public buildings, etc. The ventilator is an adaptation of standard equipment, being a regulation "Ilg" self-cooled motor propeller fan of whatever size is required for the individual installation. It is used on the principle that the attic space in a building becomes a store house for sun heat during the summer days. This heat is radiated into the second floor rooms, making them uncomfortable for sleeping. With the use of the ventilator the air in the attic space can be kept moving and drawn out at such a rate that it will not have a chance to become overheated.

Ilg Electric Ventilating Company, 2850 North Crawford Avenue, Chicago, Ill. —*Electrical Merchandising*, May, 1932.

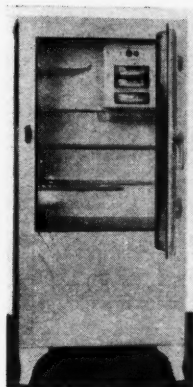


Waldorf Electrochef Range

A new "Electrochef" range, of buffet or table top design, has been announced by Electromaster, Inc., 1803 East Atwater Street, Detroit, Mich. This new model is known as the "Waldorf."

Two K24 models of this new range have four surface elements, and are priced just in excess of \$100 retail. The K23 model has three surface elements and is identical in dimensions with the K24. It is priced to sell just under \$100 retail. Both models are full-size ranges, fully automatic in operation and have timer clock receptacles. Finish is platinum gray porcelain enamel. Each model has large oven and storage compartment of generous size. —*Electrical Merchandising*, May, 1932.

New Electrical Merchandise



Apex Rotarex Refrigerators

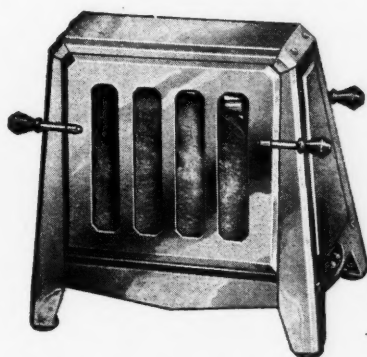
In the new models of refrigerator brought out by the Apex Rotarex Corporation, Cleveland, Ohio, two lines are included—the Apex de luxe line and the Rotarex low-priced line.

In the Rotarex line there are two new models—the L410 and L610, of 4 and 6.2 cu.ft. net capacity, respectively, (N.E.M.A. standards). Cabinets have porcelain interior and enamel exterior. The refrigerating unit is located in the lower portion of the cabinet. The intended Eastern retail price of L410 is \$119.50, delivered and installed; L610, \$149.50. Both models carry one-year guarantee. (L-610 shown above.)

New models in the de luxe Apex line include one with 7.7 sq.ft. capacity, with porcelain interior and lacquer exterior; two models with 9.1 sq.ft. capacity with porcelain interior and with porcelain and lacquer exteriors; and two models with 13.7 sq.ft. capacity, with porcelain interiors and porcelain and lacquer exteriors.

All models carry a three year guarantee and range in price in the East from \$169.50, delivered and installed, to \$299.50.

Features of these de luxe models are all-porcelain cooling unit, electric light, shelf-type top, bar-type and sliding shelves.—*Electrical Merchandising*, May, 1932.

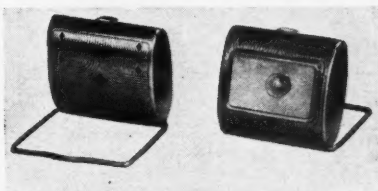


Torrid Classic Toaster

The Beardsley & Wolcott Manufacturing Company, Waterbury, Conn., is bringing out a new "Classic" two-slice turnover-type toaster with steel body and chromium finish. The heating unit is of Nichrome ribbon wire on mica core.

The toaster has ebonized fittings and scratchless, non-skid feet. It is 7 in. high, 7 1/2 in. long, 4 1/2 in. wide. Rated at 110-120 volts, 500 watts. The cord is black and white rayon-covered (1000 cycle) heater cord, Underwriters' approved, with one-piece bakelite attachment cap and bakelite miniature appliance plug. The intended retail price of this new toaster is \$2.95.—*Electrical Merchandising*, May, 1932.

Electrical Merchandising, May, 1932



Airalite Pocket Flashlight

A smart and handy companion to the powder compact when carried in the purse is a new pocket-type flashlight with attractive case. It measures but 2 x 2 1/2 in. and will fit neatly into a man's vest pocket, although it has the lighting power and switch equipment of a much larger flashlight. It may be hung on a hook or stood on its own base. The finish of the case is polished nickel with enamel inlay. Intended retail price, including batteries and bulb, \$1. Chase Brass & Copper Co., 200 Fifth Ave., New York City.—*Electrical Merchandising*, May, 1932.

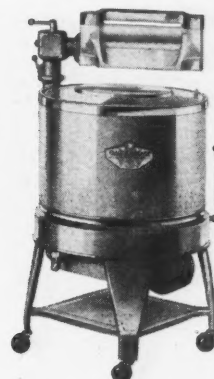
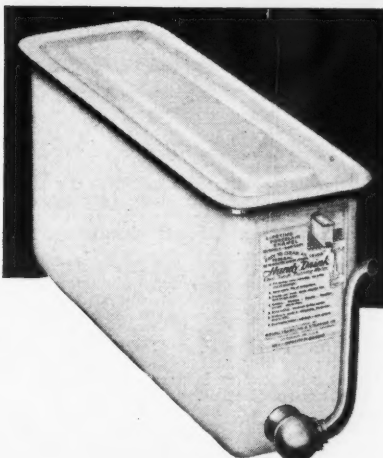


Two Refrigerator Accessories

Two new refrigerator accessories to appear on the market are the "Handy Drink" water cooler and the "Thrifty Food Saver" set of refrigerator dishes, brought out by the Federal Enameling & Stamping Company, Pittsburgh, Pa.

The water cooler is a portable, porcelain-enamelled reservoir that fits all makes of refrigerators. It has rapid-flow, nickel-plated, shut-off faucet. Double seal cover prevents water from absorbing objectionable odors. In 22-glass capacity, the cooler retails, in the East, for \$4.95; in 28-glass capacity, \$5.95. Western prices, \$1 extra. It may be had in finish of white with black trim or green with dark green.

The Food Saver set consists of three porcelain-enamel dishes that may be stacked one on the other, thus conserving storage space. The dishes may be had in finishes of old ivory, pastel green or snow white. They may be used for baking, for storing of food and as general utility pans. The intended retail price of the set is \$1.65. Eastern and southern price, \$1.95.—*Electrical Merchandising*, May, 1932.



One Minute Washers

Three new models are featured in the new 1932 washer line of the One Minute Washer Company, Newton, Iowa. These new washers are designated Models 80, 90 and 100.

Model 80 has large vitreous porcelain enamel tub, submerged aluminum agitator, large precision cut gears, outside automobile type clutch control, full tub opening and gear cases cast in one piece to prevent leaking of oil and grease. Intended Eastern list price, \$69.50. Water pump may be had at small additional cost.

Model 90 has large tub, large wringer rolls, aluminum agitator, outside clutch and large precision cut gears. Gears are enclosed in one-piece gear case and packed in oil. Sediment zone under agitator collects loosened dirt, preventing it from being washed back into the clothes. Intended list price, except in far West, \$89.50.

Model 100 is equipped with new type wringer, featuring full floating balanced tension, new automatic safety release, automatic enclosed non-splash drain, solid safety dry feed board and is entirely new in design and construction. Also has large vitreous porcelain enamel tub, aluminum agitator, precision cut gear assemblies. Full nickel trim. Water pump available at slight additional cost. Intended list price except in far West, \$99.50.—*Electrical Merchandising*, May, 1932.

Klenzair Air-Washing Fan

Another new product has recently been added to the line of the Swartzbaugh Manufacturing Company, Toledo, Ohio. This new product is the "Klenzair" air-washing fan.

It is portable in type and is designed to wash and cool the air at the rate of 1,000 cu.ft. every 10 min. It is simple in operation, all that is required being connection to an outlet and filling with water. The fan draws air into the machine, where it is washed and cooled in a miniature rain storm. Four separate and distinct sprays of mist filter and cool the air.

The body of the "Klenzair" is of rust-resisting steel, with upper structure finished in porcelain enamel, grained walnut finish; lower structure, walnut colored lacquer finish. Hardware, chromium plated. The motor is rated at 60 cycles, a.c. standard type, or d.c., fractional horsepower, with specially-designed bearing for continuous service and standard two-speed "on" and "off" toggle switch. The height of the "Klenzair" is 40 in. Intended retail price, \$34.50, f.o.b. Toledo; West Coast, \$37, f.o.b. Los Angeles.—*Electrical Merchandising*, May, 1932.



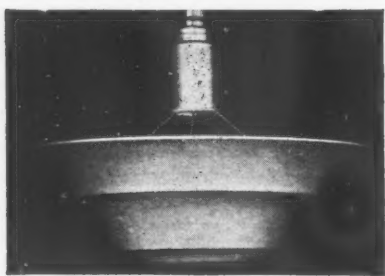
New Electrical Merchandise

Wakefield What-a-Lite

Success of the F. W. Wakefield Brass Company's original semi-indirect reflector unit for domestic service has led to the development by the company of a similar unit for commercial service. The new unit is trade-named "What-a-Lite" and is designated as W-3.

The new reflector is of the socket-suspension type, requiring no wiring or installation, as the unit screws into any already available ceiling receptacle or suspended socket. It is designed primarily for, and gives its best service with, a 200-watt lamp, although smaller-sized lamps may be used with adapters. The intended retail price is \$2.90.

The F. W. Wakefield Brass Company, Vermilion, Ohio, also announces that the original "What-a-Lite" designed for domestic service is now available in the socket-suspension type.—*Electrical Merchandising*, May, 1932.



Servel Display

To give its dealers an idea of just how a window display will look when set up, Servel Sales, Inc., Evansville, Ind., has developed a unique plan of sending the display in miniature along with the advance notice of its regular monthly displays.

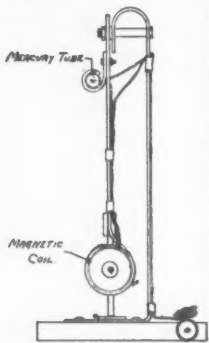
For May, economy features of electric refrigeration are stressed. The price of the full-size display, to dealers, is \$1.—*Electrical Merchandising*, May, 1932.

Mergenthaler Moving Display Devices

Through its Specialty Products Division, the Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn, N. Y., is bringing out two new moving display devices. One, called the "Showmaster," is a turn-table device that runs on a new, patented principle. It has no electric or spring motor, no gears or pulleys and requires no oiling or maintenance. Current cost, it is declared, is less than one cent for twenty-four hours of operation.

The "Showmaster" is of metal construction and weighs 15 lb. It has base 12 in. wide and a standard revolving metal disc 18 in. in diameter. It is made to support weight evenly distributed up to 50 lb. Its intended retail price is \$25.

Another new device is the Pendulum Power Unit for putting motion into lithograph and metal displays and for getting motion into special large and elaborate displays similar to those used by utilities. This device can be used on any ordinary alternating or direct current. A mercury make-and-break system permits the use of combined single or multi-lighting effects with motion. The intended retail price of the power unit is \$10.—*Electrical Merchandising*, May, 1932.



Gilbert Mixer and Juicer Display

Believing that separate, self-contained appliances for mixing and juice extracting serve their purposes better than combination appliances, the A. C. Gilbert Company, New Haven, Conn., is featuring its mixer and juicer in the display illustrated above. Both appliances are retailed for \$17.50.—*Electrical Merchandising*, May, 1932.

Homelite Lighting Unit

Glareless and shadowless indirect light for all home uses is provided by the new "Homelite" unit introduced by Silvray Lighting, Inc., 53 West 14th Street, New York City. The new fixture screws into any lamp socket like the ordinary lamp bulb and no other installation is required.

No cleaning of the reflector is required as the "Silvray" reflector is hermetically sealed to the lamp itself.

Finishes of ivory, jade green, rose or orchid may be had. The intended retail price, complete with "Silvray" indirect bulb, is \$1.95.—*Electrical Merchandising*, May, 1932.



Gilbert Fan

"The Oscillating Nine" is the name designating the new 9-in. fan, of oscillating induction motor type, brought out by the A. C. Gilbert Company, New Haven, Conn.

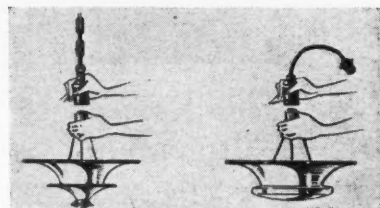
Oscillating movement is equipped with automatic safety release. The fan is designed for a.c. use only, 110 volts, 60 cycles. It has drawn steel base and may be used as desk or wall fan. Four aluminum blades. Motor, base and guard are finished in satin black, electrically baked. Motor: two pole high starting torque, shaded pole type. Centerless ground shafts and rotor core. Intended retail price, \$5.95.—*Electrical Merchandising*, May, 1932.

Duplexalite Unit

Installed as simply and easily as a Mazda lamp, by merely screwing into the lamp socket, is the new "Bettalite" lighting unit announced by the Duplexalite Division of The Miller Company, Meriden, Conn.

Two styles of the "Bettalite" are offered—one a louvre type and another with glass bottom disc and of the same design and principle as the standard Duplexalite fixture. A 150-watt lamp is used with the fixture.

Ivory and black or green and gold finish is available. The intended retail price of the louvre type "Bettalite" is \$2; with glass bottom disc, \$2.75.—*Electrical Merchandising*, May, 1932.



Westinghouse Refrigerators

Seven new models of refrigerator have been announced by the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio. Four of these new models are in the De Luxe line and three in the Standard line. Many new features, in addition to the well-known Dual-automatic features are incorporated into these new models.

The De Luxe models, AP-73, 90, 130 and 200, have usable interior volume of 7.2 cu.ft., 9, 13.5 and 20.1 cu.ft. Model 73 is a single-door model, the other three being of double-door type. Cabinets are porcelain inside and out. Features of this De Luxe line are the electric-lighted interior, rolling ribbon shelves and built-in crisping pan.

Standard models include two with single door cabinet and one with double doors. Respective capacities are 4.2 cu.ft., 7.2 and 9 cu.ft. These models, AL-45, 73 and 90, have all-steel frames and all-steel cabinets, with porcelain interior and lacquer exterior.—*Electrical Merchandising*, May, 1932.

Kelvinator Water Cooler

Entirely redesigned, with a new high side or condensing unit and new low side or cooling unit and with an entirely new cabinet, the new water cooler announced by the Kelvinator Corporation, Detroit, Mich., is a new product in all essential particulars.

Several models of water cooler are offered, in both bottle and pressure types. Both types may be had with or without refrigerated compartment, with capacity of 3 gal. of water per hour at temperature of from 80 to 50 deg. This temperature range applies to all models.

Pressure types may also be had in 6-gal. capacity, with refrigerated compartment. Pressure-type Models CW-85 and CW-95 are equipped with bubbler top and a place for glass filler. They have pre-cooler and are offered in capacities of 6 and 12 gal. All faucets are finished in chromium and are designed for one-hand operation.—*Electrical Merchandising*, May, 1932.



New Electrical Merchandise



Two Apex Washers

A wringer and a wringerless model of washer have been announced by the Apex Rotarex Corporation, Cleveland, Ohio.

The "Apex No. 10 Rotarex" model is of the wringer type and is made to retail at \$49.50. It has the "Apex" three-vane agitator, large porcelain enameled tub, finished in light green. It also has quick release Lovell wringer, oversize soft rubber wringer rolls, 1-hp. marine-type, water-proof motor.

Model S-7 is of the wringerless type and has double tubs, heavily porcelain enameled in a light shade of green. Base and chassis are finished in darker green. This washer also has "Apex" three-vane agitator, motor-driven drain pump and safety spinner cover. Its intended retail price is \$99.35.—*Electrical Merchandising*, May, 1932.



Hotpoint Coffee Maker

The new "Hotpoint" Coffee Maker announced by the General Electric Company, Merchandise Department, Bridgeport, Conn., may also be used as a tea pot, for the special tea-cap, heavily chromeplated, converts the lower bowl of the Coffee Maker into a tea pot. The Coffee Maker is also suggested for brewing maté, the popular South American beverage. The bowls are of Pyrex glassware. The "Clermont" model, illustrated, is made in 4, 6, and 8-cup size, retailing respectively, at \$12.85, \$13.95 and \$14.95. A more decorative model, the "St. Cloud," identical in every way with the "Clermont," except the two attractive-finished chromeplate caps provided for decorative purposes, is made in 6-cup size only and retails for \$17.95.—*Electrical Merchandising*, May, 1932.



Microphone

The "Connecticut Mike" is a regular microphone, that can be attached easily to any radio set and used to broadcast entertainment in the home. It is a product of the Connecticut Telephone & Electric Corporation, Meriden, Conn.

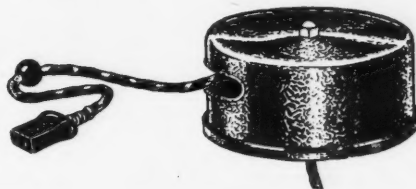
This new "Mike," the company points out, will in no way affect other radio sets. It is intended solely as a local-microphone. By making simple attachments from the microphone to the radio set, programs can be broadcast into the microphone from any nearby room. The "Mike" is made in three styles—table, floor and hand types. The intended retail price of the hand model is \$4; table model, \$5; and floor model, \$7.50. All prices slightly higher west of the Rockies.—*Electrical Merchandising*, May, 1932.



Roll-A-Way Cord Set

Although designed primarily for use with electric irons, the new "Roll-A-Way" cord set brought out by the Trico Fuse Manufacturing Company, Milwaukee, Wis., can also be used with other appliances.

In the "Roll-A-Way," a super-flexible heater cord rolls back and forth on a spring reel, leaving the proper amount of cord needed. By bringing an adjuster disc into operation, the cord can be locked, thus providing an extension cord of any length from 5 to 10 ft. Intended retail price, \$2.—*Electrical Merchandising*, May, 1932.



Circuit Breaker

The new AB "De-ion" circuit breaker developed by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., is described as a safe, flashless device for circuit protection in buildings, homes, industrial plants, mines and wherever electricity is used, performing the function heretofore left to carbon circuit breakers and fuses.

This "De-ion" breaker, it is explained, has nothing to be replaced or renewed; it can be reclosed by anyone as quickly and easily as a switch. It cannot be held closed against an abnormal overload or short circuit, nor can it be blocked to prevent opening the circuit.—*Electrical Merchandising*, May, 1932.

Cinderella Washer

Tub of the new "Cinderella" utility washer announced by the Black & Decker Manufacturing Company, Towson, Md., is a standard 13-gal. copper wash boiler of standard construction, tinned on the inside. Between 6 and 7 gal. of water are used in the machine and its capacity, rated in terms of sheets, is about four double sheets.

The washer employs a patented bubble action vacuum principle of washing in which no moving parts come into contact with the clothes. It is driven by a universal-type Black & Decker motor. The washer weighs about 25 lb. and, when empty, is readily portable. Its retail price is \$29.50. A Lovell, 8-in. wringer, especially made to fit the tub of the machine, can be obtained at a slight additional cost.—*Electrical Merchandising*, May, 1932.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912

Of *Electrical Merchandising*, published monthly at New York, N. Y., for April 1, 1932.
State of New York } ss.
County of New York }

Before me, a Notary Public in and for the State and county aforesaid, personally appeared C. H. Thompson, who, having been duly sworn according to law, deposes and says that he is the Secretary of the McGraw-Hill Publishing Company, Inc., publishers of *Electrical Merchandising*, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, McGraw-Hill Publishing Company, Inc., 330 West 42d St., N. Y. C. Editor, L. E. Moffatt, 330 West 42d St., N. Y. C. Managing Editor, None. Business Manager, Maurice Clements, 330 West 42d St., N. Y. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) McGraw-Hill Publishing Company, Inc., 330 West 42d St., N. Y. C. Stockholders of which are: James H. McGraw, 330 West 42d St., N. Y. C. James H. McGraw, Jr., 330 West 42d St., N. Y. C. James H. McGraw, James McGraw, Jr., and Malcolm Muir, 330 West 42d St., N. Y. C. Trustees for: Harold W. McGraw, James H. McGraw, Jr., Donald C. McGraw, Curtis W. McGraw.

Curtis W. McGraw, 330 West 42d St., N. Y. C. Donald C. McGraw, 330 West 42d St., N. Y. C. Anne Huzar Britton, 330 West 42d St., N. Y. C. Mason Britton, 330 West 42d St., N. Y. C. Edgar Kobak, 330 West 42d St., N. Y. C. Grace W. Moore, 33 West Grand Ave., Chicago, Ill. J. Malcolm Muir and Guaranty Trust Co. of New York, Trustees for Lida Kelly Muir, 524 Fifth Ave., N. Y. C. F. S. Weatherby, 271 Clinton Road, Brookline, Mass. Midwest Corporation, Madison, N. J. Stockholders of which are: Edwin S. Wiley, Madison, N. J. Elva M. Wiley, Madison, N. J.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

C. H. THOMPSON, Secretary.
MCGRAW-HILL PUBLISHING COMPANY, INC.
Sworn to and subscribed before me this 31st day of March, 1932.

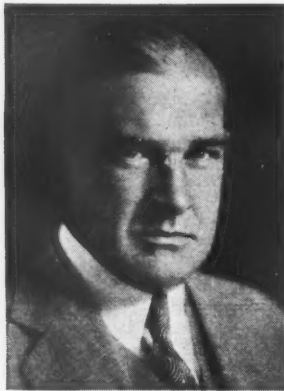
H. E. BEIRNE,
Notary Public N. Y. Co. Clk's No. 203, Reg. No.

Electrical Men in the Month's News



BLOOD

Salesman and engineer, Howard E. Blood, president Norge Corporation, has been elected to the vice-presidency of Borg-Warner Corporation of which Norge is a division. Norge's outstanding sales record in 1931 was a potent reason for the promotion.



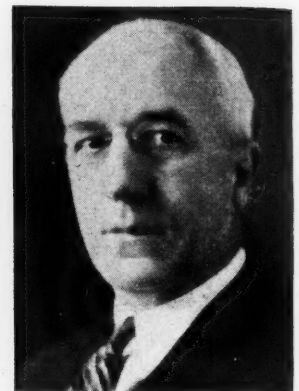
WEADOCK

Since 1928 special counsel to the power companies in connection with Federal investigation, Bernard F. Weadock, lawyer, has been appointed managing director of N.E.L.A., succeeding Paul S. Clapp, who resigned to accept vice-presidency of Columbia Gas & Electric.



ZIMMERMAN

Head of General Electric's refrigeration department, Paul E. Zimmerman has just announced a four-year guarantee to protect purchasers of G.E. refrigerators. The only manufactured product to have so long a guarantee, the new plan will be backed by \$500,000 ad campaign.



ARKWRIGHT

President, Georgia Power Company, past president, N.E.L.A., P. S. Arkwright takes on a new responsibility with his acceptance of the chairmanship of the National Electric Cookery Council, formed to promote the sale of 1,000,000 ranges in three years.



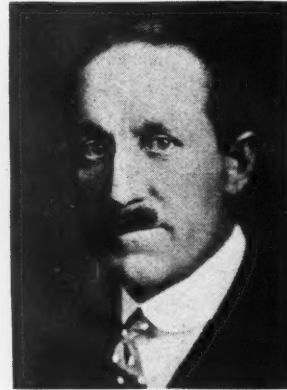
BECKER

Since 1909 sales manager of the United Electric Light & Power Company, Manhattan Utility, Joseph F. Becker has been elected vice-president in charge of sales for the entire New York Edison system. He is also director of Brooklyn Edison.



PIERCE

Former assistant to the radio sales manager, Merchandise Department, General Electric Company, A. E. Pierce was recently appointed acting manager of the Commercial Research Division. Mr. Pierce came to General Electric in 1930 after doing market analysis work with Kolster and Brandes.



SMALL

Few names are better known in the electrical industry than O. C. Small. For the past twelve years he has been in charge of organizing and promotional activities of the Society for Electrical Development. He has now become an active director of the Donald Maxwell Company, advertising agency.



HAMMERS

Vice-president and general manager, Petroleum Heat & Power Company, Stamford, Conn., Morgan J. Hammers was elected president of the American Oil Burner Association at the recent Boston convention. His predecessor was Walter F. Tant, of Silent Automatic.

Blood Elected Vice-President Borg-Warner

Howard E. Blood was today elected first vice-president of Borg-Warner Corporation. Mr. Blood is president and general manager of Norge Corporation, Detroit, the rollator refrigeration division of Borg-Warner, among whose 11 other subsidiaries are leading manufacturers of precision parts and automotive equipment. This appointment is looked upon as recognition of his outstanding success in 1931, during which Norge sales showed the greatest increase in the industry. The company in this single year attained a place among the leaders with national distribution through over 5,000 distributors and dealers.



HARRIS

For twenty years in the toy business in both the department store field and with the Lionel Corporation, Mark Harris was recently created vice-president of the Ives Corporation, manufacturers of electric trains.



LLOYD

With the reorganization of the Franklin Radio Corporation and the Radio Instrument Division of the Van Horne Tube Company, recently acquired by the Joyce-Cridland Company, Dayton, A. W. Lloyd becomes president.

Pierce Promoted by G.E.

A. E. Pierce, formerly assistant to the Radio Sales Manager of the Merchandise Department of the General Electric Company, was appointed acting manager of the Commercial Research Division of the Merchandise Department. He has been with the General Electric Company since February 1, 1930.

In 1926, Mr. Pierce went with the Kolster Radio Corporation, serving first as assistant to the Eastern sales manager and later as assistant to the general sales manager. When the Brandes Corporation, subsidiary of the Kolster Radio Corporation, was formed in 1929, Mr. Pierce was placed in charge of Brandes sales for the whole country.

Our Platform:
Better Dealers

Weather Forecast:
Fine for Selling

The Fixing Line News.

New York

"For the Man at the Sales Front"

May, 1932

Refrigeration Sales 86.5 Per Cent of Quota

Bureau Report for Two Months
Shows 77,890 Units Sold

Estimated figures for domestic electric refrigerator sales during January and February, just released by the Electric Refrigeration Bureau, show that 86.5% of quota was sold by the nation as a whole during that period. The goal suggested for the first two months of 1932 by the Electric Refrigeration Bureau was 90,008 sales, and 77,890 units were actually placed. Nine states exceeded their individual quotas.

Leader on the list was West Virginia, with 1,542 sales, or 226.1% of the mark set by the Bureau. Delaware chalked up 193.9%, and Virginia 169.5% while Maryland, last year's champion quota-smasher, took fourth place with 168.7%. Other headliners: Missouri, with 137.2%; Nevada, with 125.8%; New York, with 125.5%; Pennsylvania, with 116.4%; and Minnesota, with 105.7%. New York sold the greatest number of machines—17,381.

New England Power Starts Six-Week Drive to Sell 1,000 Ranges

On April 4, the retail merchandising branches of the subsidiary companies of the New England Power Association began a six weeks' campaign to sell 1,000 electric ranges.

Dealers are to be enlisted in a cooperative drive which will be the first in which all branches of the company have been engaged at the same time. The range featured is a Graybar-Crawford 16-N76, triple automatic, four burner, 16-inch oven model which will be sold at \$130.

Appliance Engineering Company in New Building

The Appliance Engineering Company, Copeland distributors for New England, have moved into their new building at 701 Beacon St., Boston. The entire building, consisting of three floors and a basement, is devoted entirely to Copeland refrigeration. Each floor has an area of 3,000 square feet.

Weadock Appointed New Head of N.E.L.A.

Succeeds Paul S. Clapp as
Managing Director

James F. Owens, president, announces the appointment of Bernard F. Weadock as managing director of the National Electric Light Association to succeed Paul S. Clapp.

Mr. Weadock began his career in 1905 in the Corporation Counsel's Office of the City of Detroit and later became Assistant Corporation Counsel, in which capacity he remained until 1912. From 1912 and until 1920 he was General Attorney for the Detroit United Lines and acted as Assistant to the President, after which he entered into the general practice of law until 1924, when he came to New York as a member of the law firm of J. C. and B. F. Weadock. He severed his connection with this firm late in 1928 to serve as special counsel for the electrical utilities in connection with the Federal Trade Commission's investigation.

U.G.I. and Affiliates Back in N.E.L.A.

In answer to inquiries, Bernard F. Weadock, Executive Director of the National Electric Light Association, stated today that the United Gas Improvement Company, The Philadelphia Electric Company, and the Public Service Corporation of New Jersey, who resigned last year, had rejoined the Association.

O. C. Small With Maxwell Agency

O. C. Small, formerly of The Society for Electrical Development, has become associated with the Donald Maxwell Company as an active director. Mr. Small has, for the past 12 years, been successively in charge of all of the promotional activities carried on by the Society. Since 1927 his special work was the organizing and servicing of electrical leagues in the United States and Canada.

The Donald Maxwell Company specializes in posters and display advertising for the electrical industry.

General Electric Extends Refrigerator Guarantee to Four Years

\$500,000 Ad Campaign to Feature Latest Advance
in Refrigeration War

Vancouver Utility Has Store for Used Appliances

The merchandising department of the British Columbia Electric Railway Company has an innovation in a new store for the sale of used electrical and gas appliances. The store is situated in the heart of the city and will provide a more efficient outlet for appliances which have been taken by the company as trade-in articles on new appliances, after reconditioning by the well equipped appliance repair department, than has hitherto been available. Mr. G. Pearson is manager.

CLEVELAND, O.—A four-year service plan, protecting the new purchaser of a General Electric refrigerator against all costs on the mechanism for four years, has been announced by P. B. Zimmerman, general manager of the electric refrigeration department of the General Electric Company.

The introduction of this new plan was accompanied by the launching of a special half-million dollar trade paper, magazine, newspaper and outdoor advertising campaign. This campaign expenditure will increase the refrigeration department's advertising budget to well over \$7,000,000, it was stated by W. J. Daily, sales promotion manager.

Zimmerman's announcement read, "During the past four years the public has invested more than \$300,000,000 in General Electric refrigerators and the unparalleled performance record which has been established in more than 1,250,000 homes has made it possible to place in effect this new four-year cost free service plan.

"Scientists and engineers in the General Electric Company's research laboratory in Schenectady labored for 15 years before the Monitor Top refrigerator was placed on the market. Just a short time ago, satisfied as to the dependability of the performance of our machine, we offered an additional two-year guarantee beyond the previous one-year warranty, the first such step taken in the electric refrigeration industry. Now, after 20 years' research and more than four years' use in homes the world over, General Electric offers a service contract protecting the owner against all service and repair charges on the Monitor Top mechanism for four, whole years.

"Our refrigerator is the only one on the market today which offers natural radiation and free cooling. These two advantages are the principal reasons for placing the mechanism sealed in steel on top of the cabinet.

"Seventy per cent of the in-

Becker Made Commercial Vice-President of N. Y. Edison

Former Sales Manager of United

Joseph F. Becker, sales manager of the United Electric Light and Power Company, was recently elected vice-president in charge of sales of the New York Edison and the United companies.

Mr. Becker has been sales manager of the United company since 1909, when he was transferred to that company from the Brooklyn Edison Company, where he had served successively as meter clerk, superintendent of the Meter Department and general sales agent since 1890. He is a director of the Brooklyn Edison Company.

Shearer Heads Conn. Tel. & Electric Company

At the annual meeting of the Connecticut Telephone & Electric Company held recently, Hal P. Shearer, who had been vice-president and general manager of the company, was elected president.

vestment of the purchaser of electric refrigeration goes into the mechanism. A good cabinet will last for years. The finish may scratch, or chip, or be marred, but it is easily repaired. Naturally, the insulation and thickness of the cabinet are important. However, the real heart of the entire refrigerator is the mechanism."

Industrial leaders of the nation have termed General Electric's new service plan revolutionary. True, there is no other manufactured product on the market today which is sold with a four-year service contract policy. Such a step by the General Electric Company sets a precedent that is unusual.

An illustration of what the new service plan means is shown in the following comparison: It has been pointed out that the average automobile, driven 60,000 miles in six years at 30 miles an hour, would actually be in operation for a total of 2,000 hours. In a single year the mechanism of an automatic refrigerator must operate more than 3,000 hours and in four years will equal the average lifetime wear of six automobiles.

Dameron to Scan Appliance Distribution

Dr. Kenneth Dameron, College of Commerce, Ohio State University, has been retained by the Electrical Merchandising Joint Committee to conduct a survey on the merchandising of electrical appliances. This survey will include an analysis of present channels of distribution as well as the marketing problems incident to the sale of electrical appliances. A portion of the survey will be devoted to the problem of merchandising appliances by utilities. But the major emphasis will center on the merchandising and sales promotional aspects of the problem.

The Electrical Merchandising Joint Committee was organized to assist in the development of orderly and profitable distribution of electrical goods and to mitigate unfair trade practices. It is made up of the National Retail Dry Goods Association, the National Retail Hardware Association, the National Retail Furniture Association and the National Electric Light Association.

Silex to Produce Unit for General Electric

The Silex Company, Hartford, Conn., manufacturers of the Silex Coffee Maker, have just closed a contract to make domestic units for the General Electric Company for distribution under the name of the General Electric Coffee Maker, according to a recent announcement by Frank E. Wolcott, vice-president of Silex.

Oil Burner Men Have Record Annual Convention and Show

Hammers New President of Association

The Ninth Annual Oil Burner Convention and Show, conducted by the American Oil Burner Association, closed in Boston on April 16 after a week that established a record-breaking registration for the industry, and attracted 13,000 people to the exhibition.

Morgan J. Hammers, vice-president and general manager of the Petroleum Heat and Power Company, was elected president, succeeding Walter F. Tant. The Executive Committee elected includes Morgan J. Hammers, Haldeman Finnie of the Timken Silent Automatic Co.; E. M. Fleischmann of the May Oil Burner Corp.; W. J. Smith of the Cleveland Steel Products Corp. and R. M. Sherman of the Silent Glow Oil Burner Corp. Of the foregoing the following were named vice-presidents of the Association: Messrs. Finnie, Smith and Sherman. R. S. Bohn of the Preferred Utilities Manufacturing Co. of New York, who was named Chairman of the Dealer Division, succeeding Lionel L. Jacobs, also was named Vice-president, as was J. H. Hirsch of the Automatic Burner Corp. To fill vacancies on

the Board of Directors from the manufacturers' division the following two men were elected: Robert Hoffman, President of the York Oil Burner Co. of York, Pa., and J. A. Lattner, secretary-treasurer of the Century Engineering Corp. of Cedar Rapids, Iowa. To fill vacancies from the dealer division the following were elected to the directorate: George Steele, Automatic Utilities, Inc., of Bogota, N. J., and John W. Scott, Buckley and Scott Utilities Company. Mr. Tant was elected a life-time honorary member of the American Oil Burner Association. He has been president two terms.

Running through all of the addresses was a note of optimism, together with the admonition that industry and a full understanding of the complete markets available would mean more than an ordinary measure of prosperity for the oil burner industry. The immediate and potential market was clearly visualized for the Convention by Babson's Statistical Organization, who said there was an immediate market in 3,000,000 homes and that the industry could count on a normal expansion of demand of at least 200,000 homes a year.

G. E. CAKE



President Gerard Swope cuts birthday cake for stockholders of General Electric at annual meeting in Schenectady, in observance of the company's fortieth birthday.

Cleaner Sales Down

Vacuum cleaner sales for the entire industry amounted to 40,044 units in January and 37,101 units in February, according to a recent announcement by C. G. Frantz, secretary, the Vacuum Cleaner Manufacturers' Association, Cleveland, Ohio.

These figures compare with those released for the same months in 1931 which were as follows: January, 55,362 units; February, 71,551 units.

Columbia Phonograph Enters Radio Set Field

H. E. Ward President of Re-organized Company

With the reorganization of executive personnel, in the selection of H. E. Ward as president and H. Curtiss Abbott vice-president in charge of sales merchandising and advertising, Columbia Phonograph Co., Inc., 55 Fifth Avenue, New York, announces extension of its operations to include the manufacture and marketing of a new line of radio receiving sets—production on which is already under way, according to reports.

Mr. Ward is a native of Illinois and has devoted his activities to radio finances. Mr. Abbott has been in New York for many years and dates his experiences in sales and merchandising to the beginnings of the radio industry. F. J. Ames remains as treasurer of the company. Department heads include: John S. Watters, sales manager of the phonograph-record division; A. A. Trostler, sales manager of the radio division; Frank B. Walker, manager of the division of electrical recording for broadcast programs.

The new Columbia sets are to be shown at the Chicago convention of the Radio Manufacturers Association, May 23-26.

Council to Certify Electric Leagues

Form Joint Committee to Pass on Merits

The League Council, in co-operation with N.E.M.A., has established a committee known as the NEMA League Council Joint Committee, consisting of the following members:

S. L. Nicholson, Westinghouse Electric & Mfg. Co.; D. R. Bullen, General Electric Company; W. E. Sprackling, Anaconda Wire and Cable Co. for NEMA; J. H. Van Aernam, New York Power & Lt. Corp., Albany, N. Y.; G. B. Noll, Electric League of Erie, Erie, Pa.; J. H. North, Electrical League of Cleveland; Ralph S. Steffens, Electric Association, Chicago, Ill., for the League Council.

This committee, by means of an annual examination, endeavors to certify to the approval of those leagues which in the judgment of the committee, and according to established standards are deserving of financial support. During 1931, 22 leagues received certificates of approval and those organizations actually had disbursed during 1930, according to their reports, \$788,807.16. Among the more important items of disbursements were:

Lighting and wiring promotion	\$225,401.14
Radio promotion	94,933.88
Appliance promotion ..	90,500.37
Industrial promotion ..	28,525.43

Annual Report of Arcturus Radio

Annual report of Arcturus Radio Tube Company of Newark, N. J., for 1931 shows a loss of \$266,103.11 after all charges and adjustments, as compared with a loss of \$1,368,898.14 for 1930. Net operating profit before depreciation totaled \$63,394.81 in 1931 as compared with a net operating loss of \$791,891.79 in 1930; the improvement being due to the manufacture and sale of nearly twice as many radio tubes in 1931 as in the previous twelve months. Balance sheet at the close of the year shows current assets exceeding current liabilities in ratio of more than 10 to 1, with cash alone considerably exceeding all current and fixed obligations.

Norge Sales Up 241 Per Cent for Quarter

For the 15th consecutive month sales of Norge refrigeration showed a gain over the same month of the preceding year, according to a statement issued today by Howard E. Blood, president and general manager of Norge Corporation, Detroit, division of Borg-Warner. "Our sales for the first quarter ending March 31, 1932, were 241 per cent of the corresponding quarter last year."

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